

Fig. 1

FIGURE 2: MOBILE COMMUNICATIONS

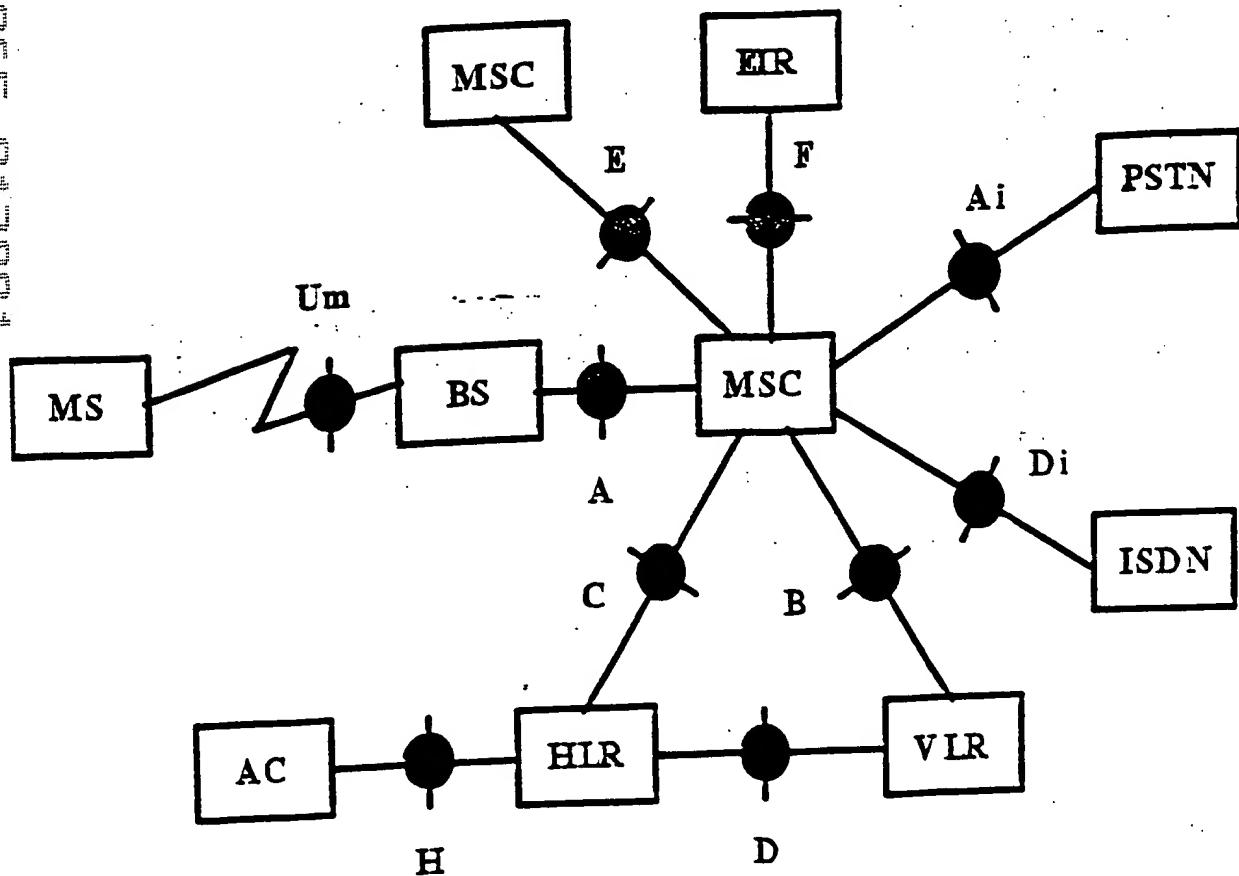


Fig. 2

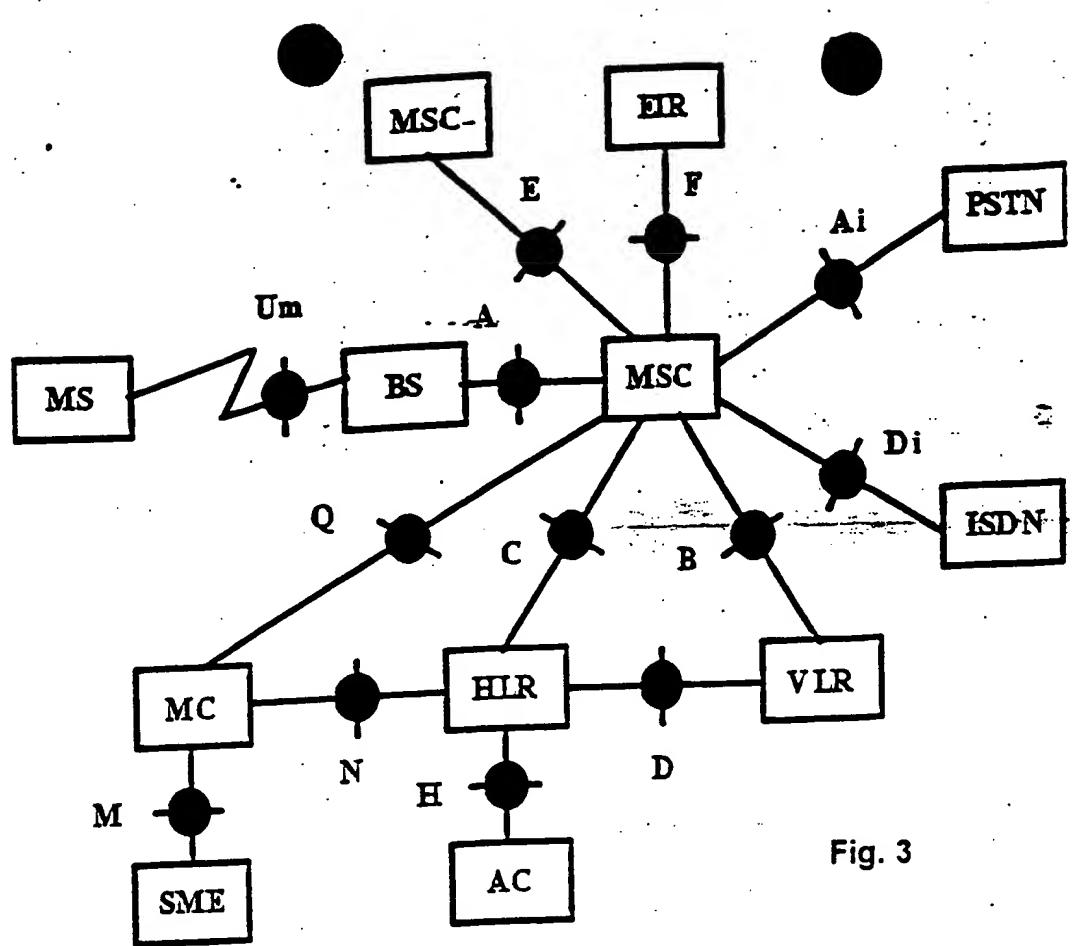
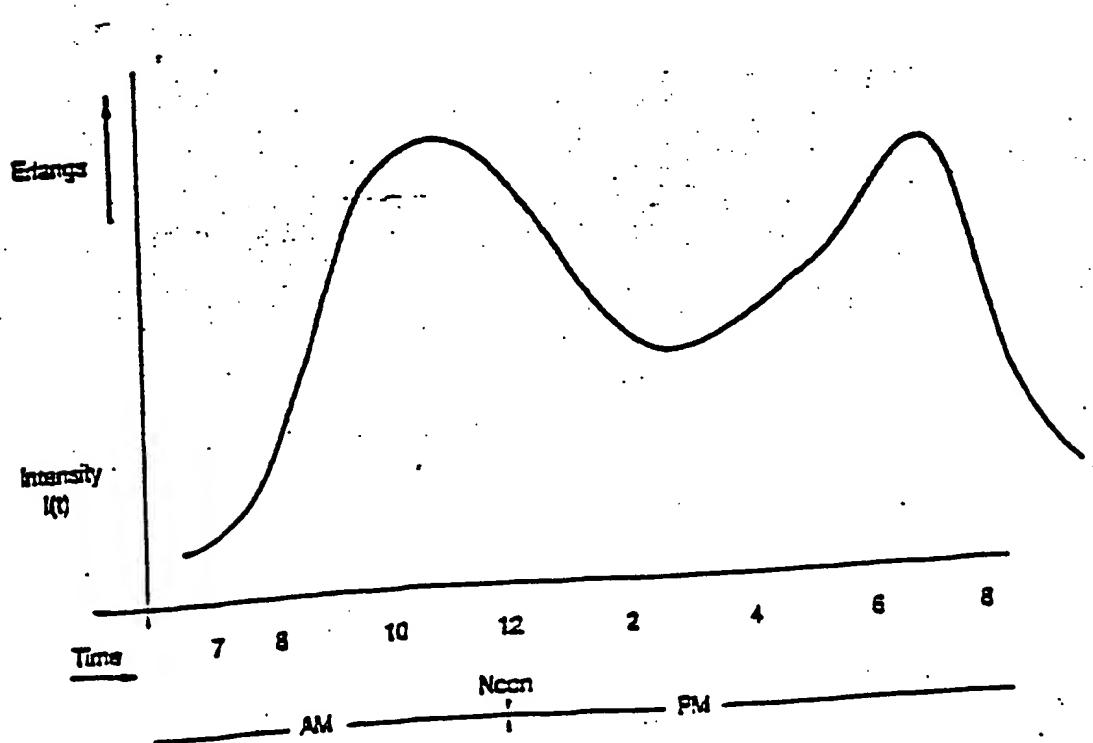


Fig. 3



BNA Usage (9/00)

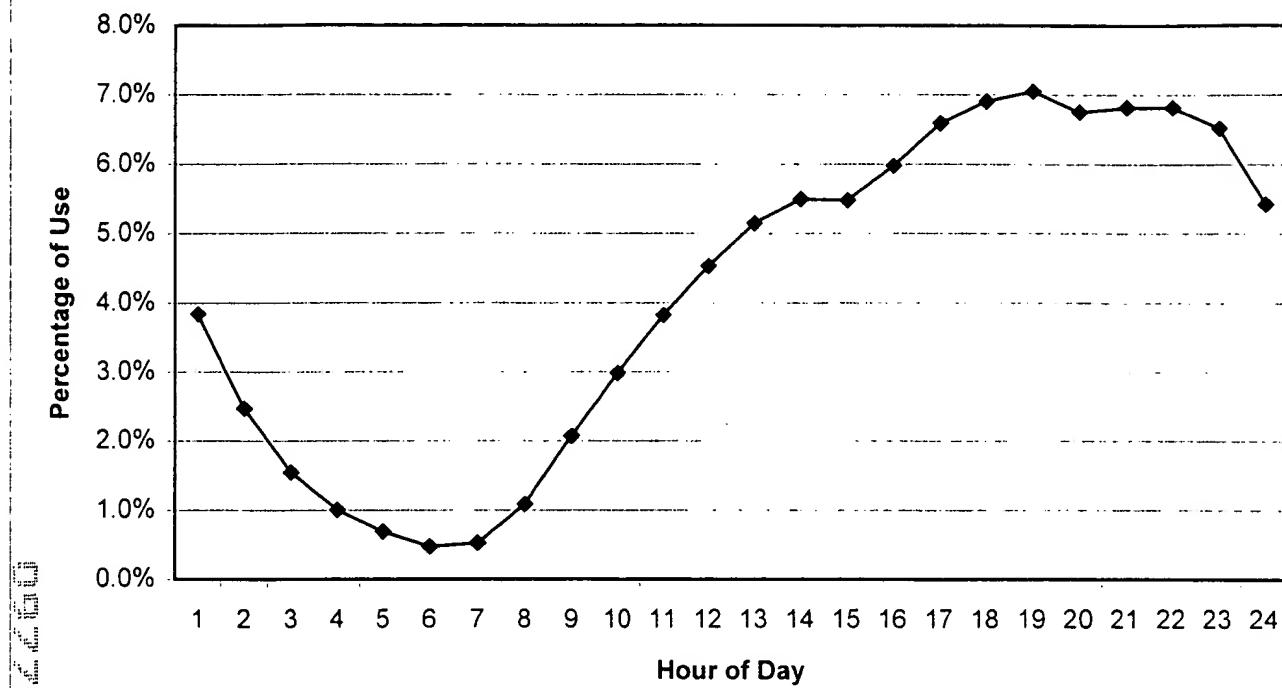


FIG. 5

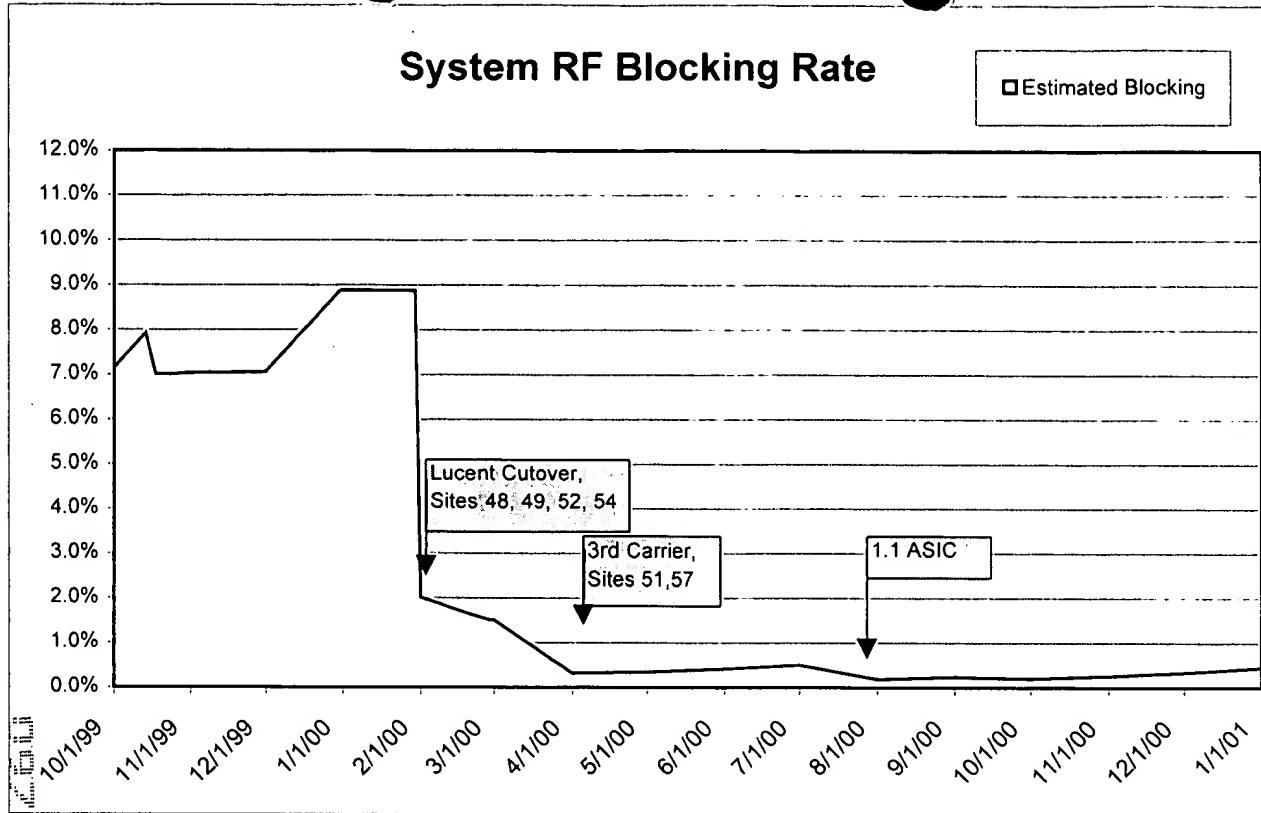


FIG. 6

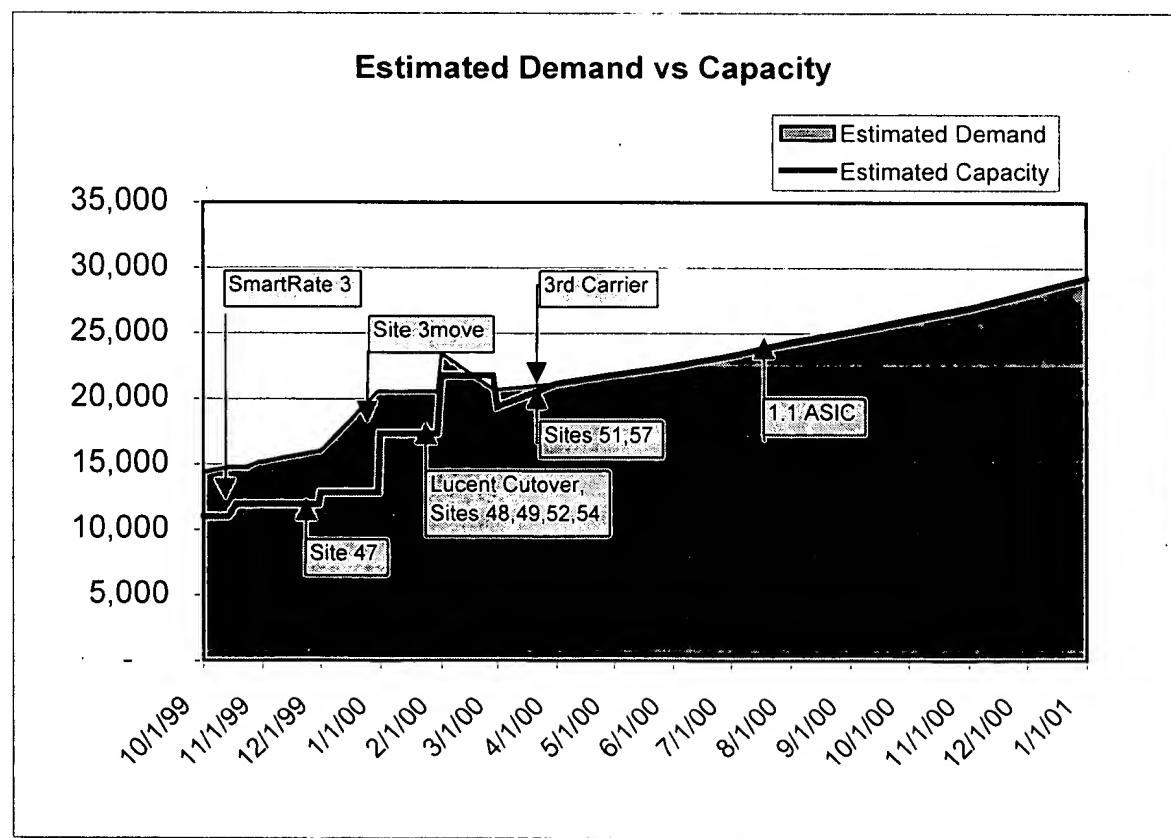


FIG. 7

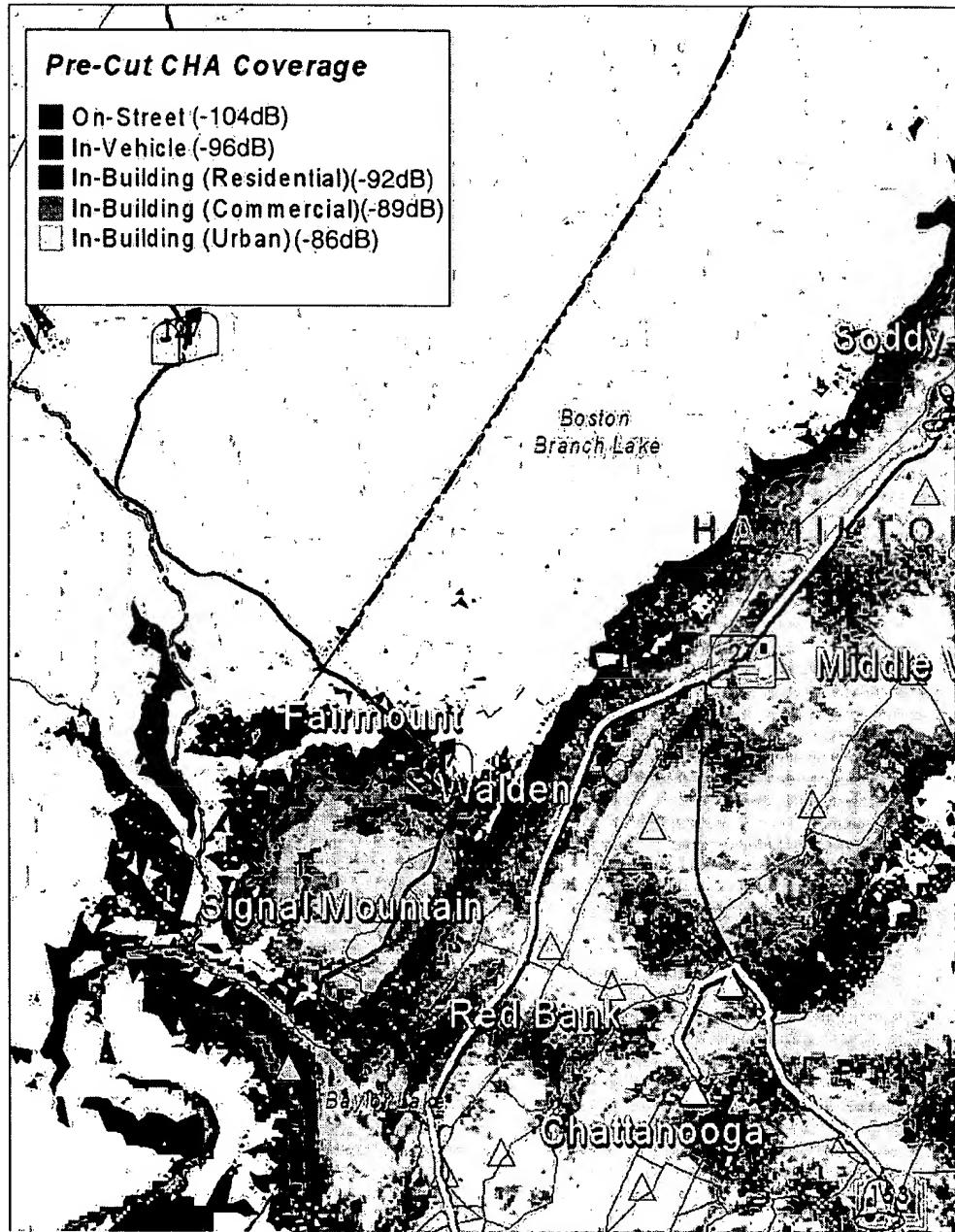


FIG. 8A

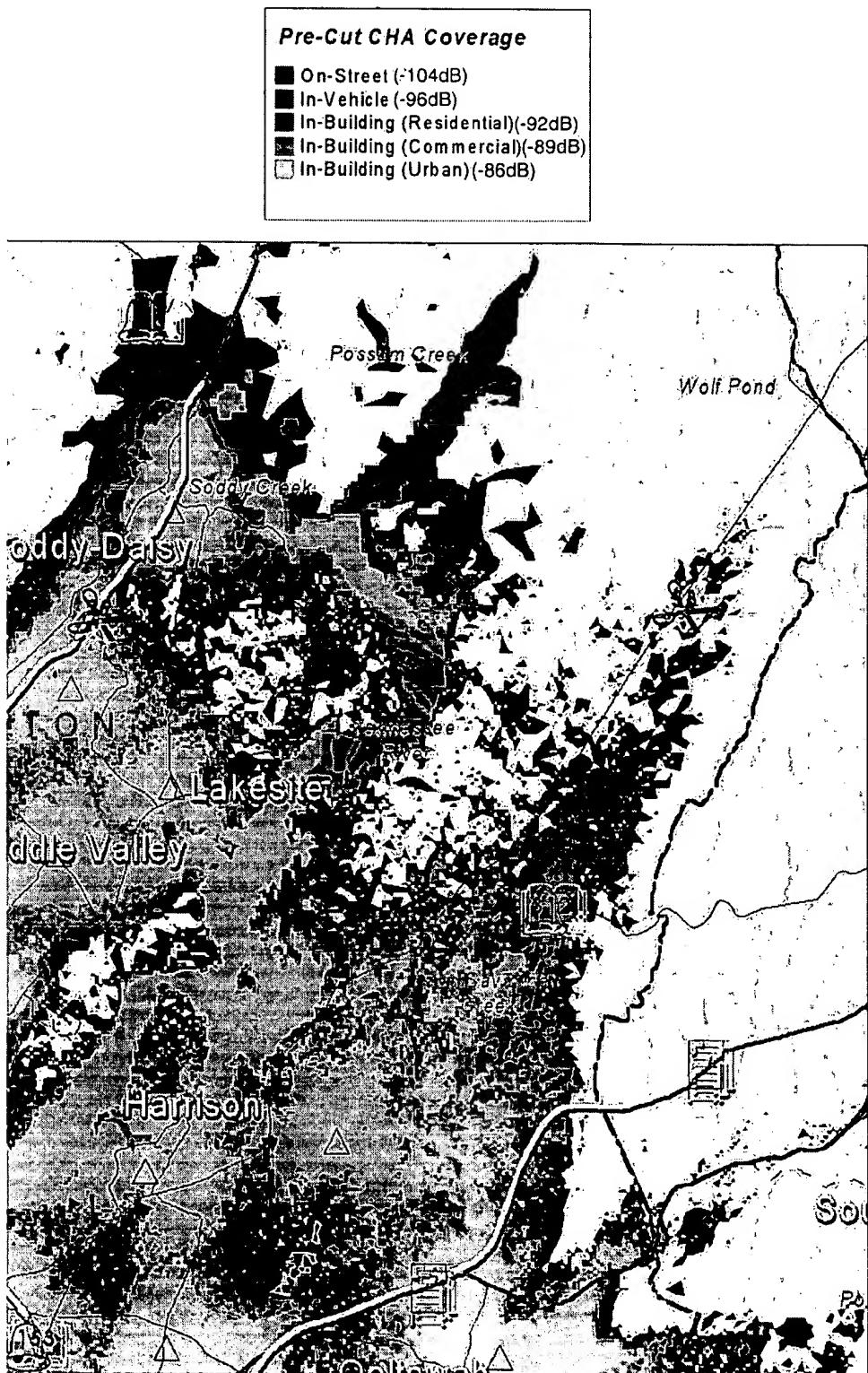


FIG. 8B

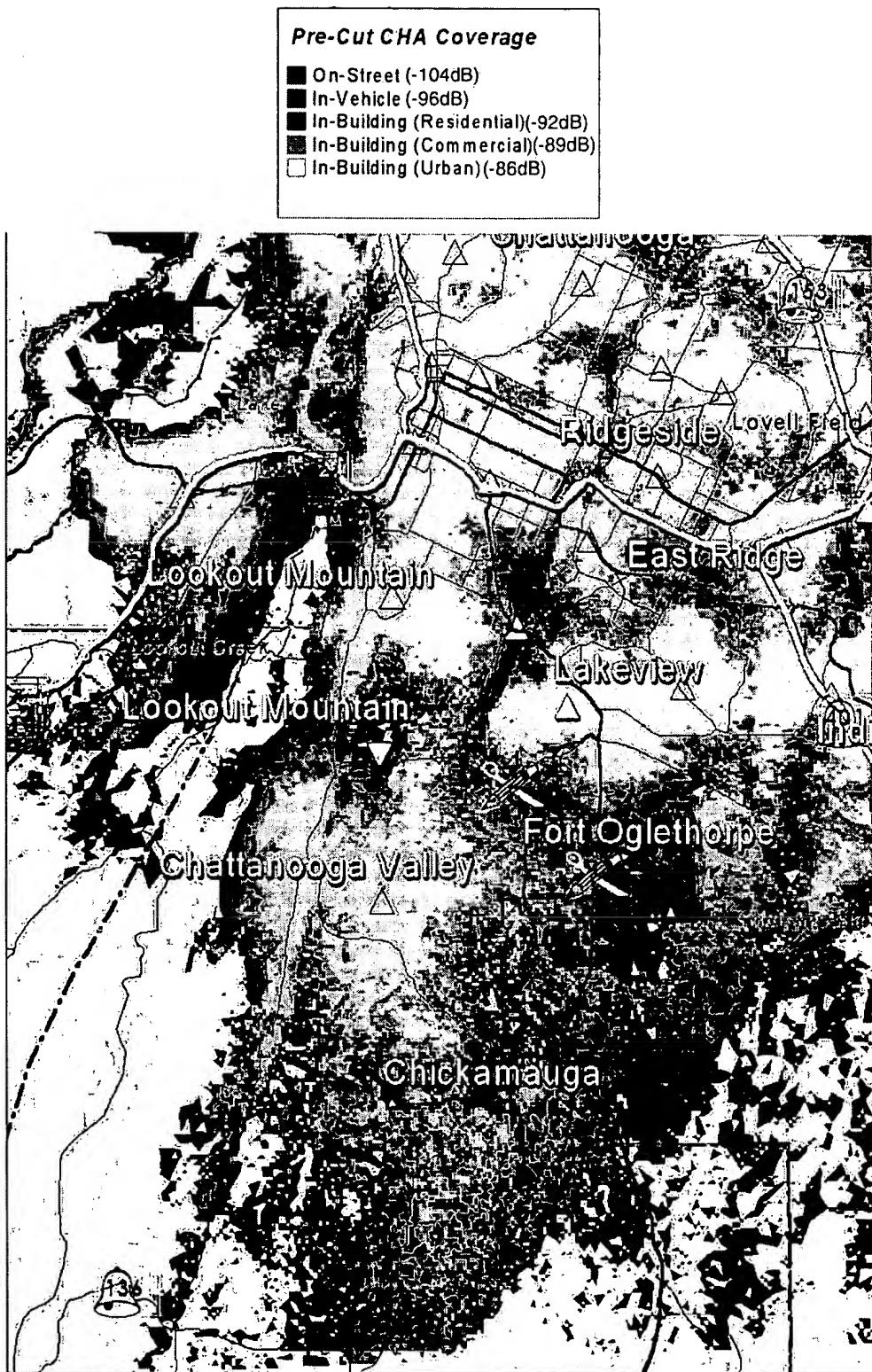


FIG. 8C

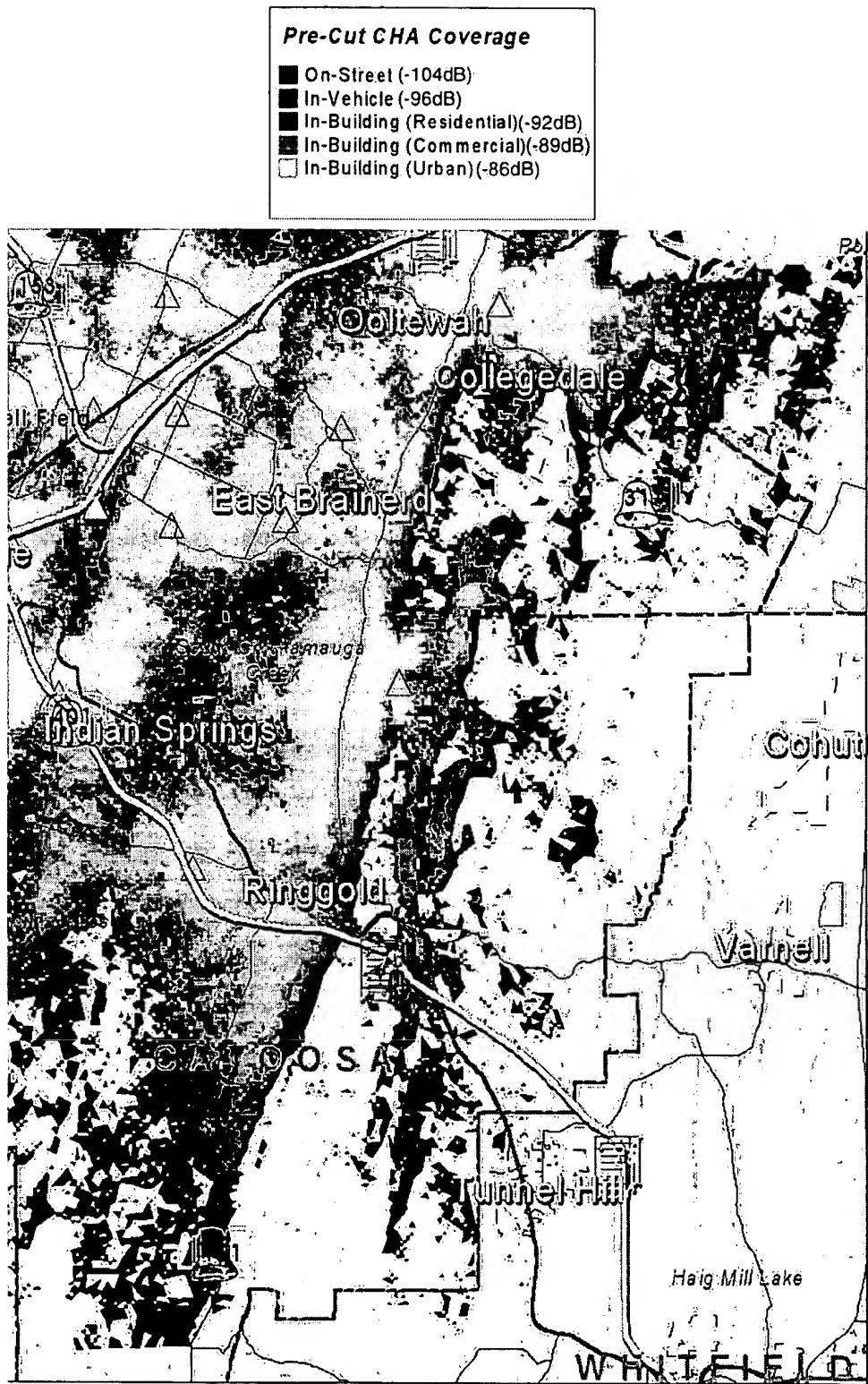


FIG. 8D

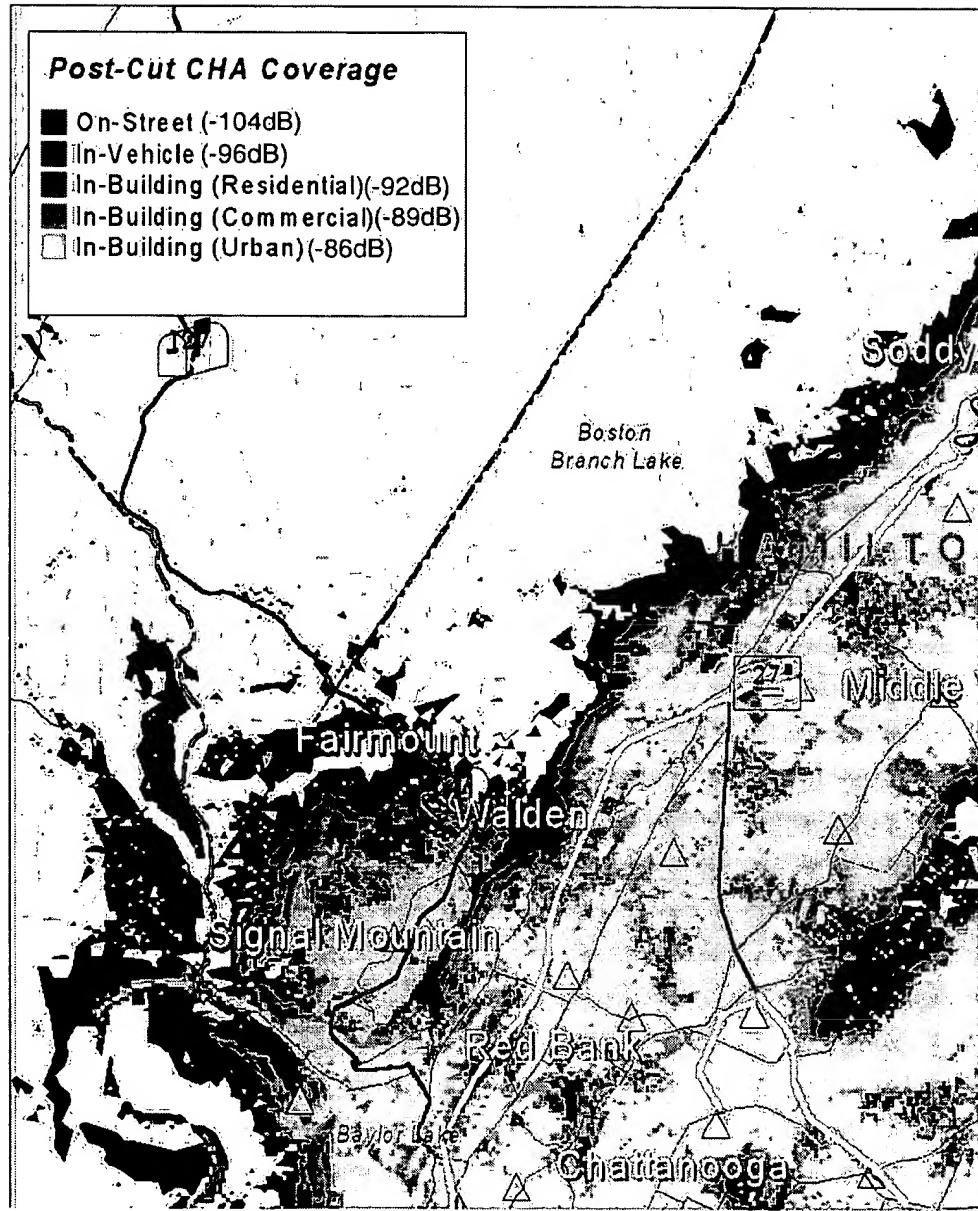


Fig. 9A

Post-Cut CHA Coverage

- On-Street (-104dB)
- In-Vehicle (-96dB)
- In-Building (Residential)(-92dB)
- In-Building (Commercial)(-89dB)
- In-Building (Urban)(-86dB)

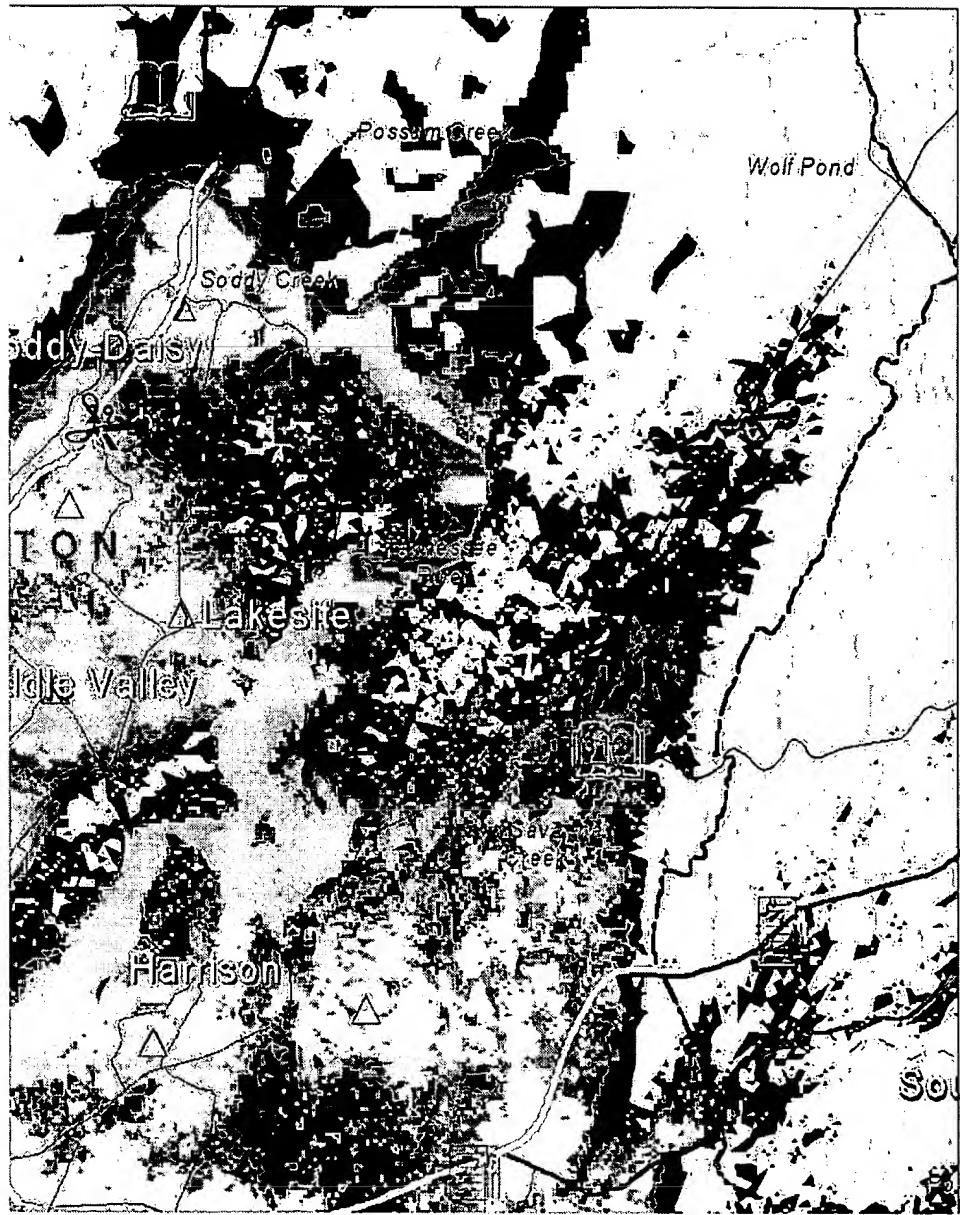


FIG. 9B

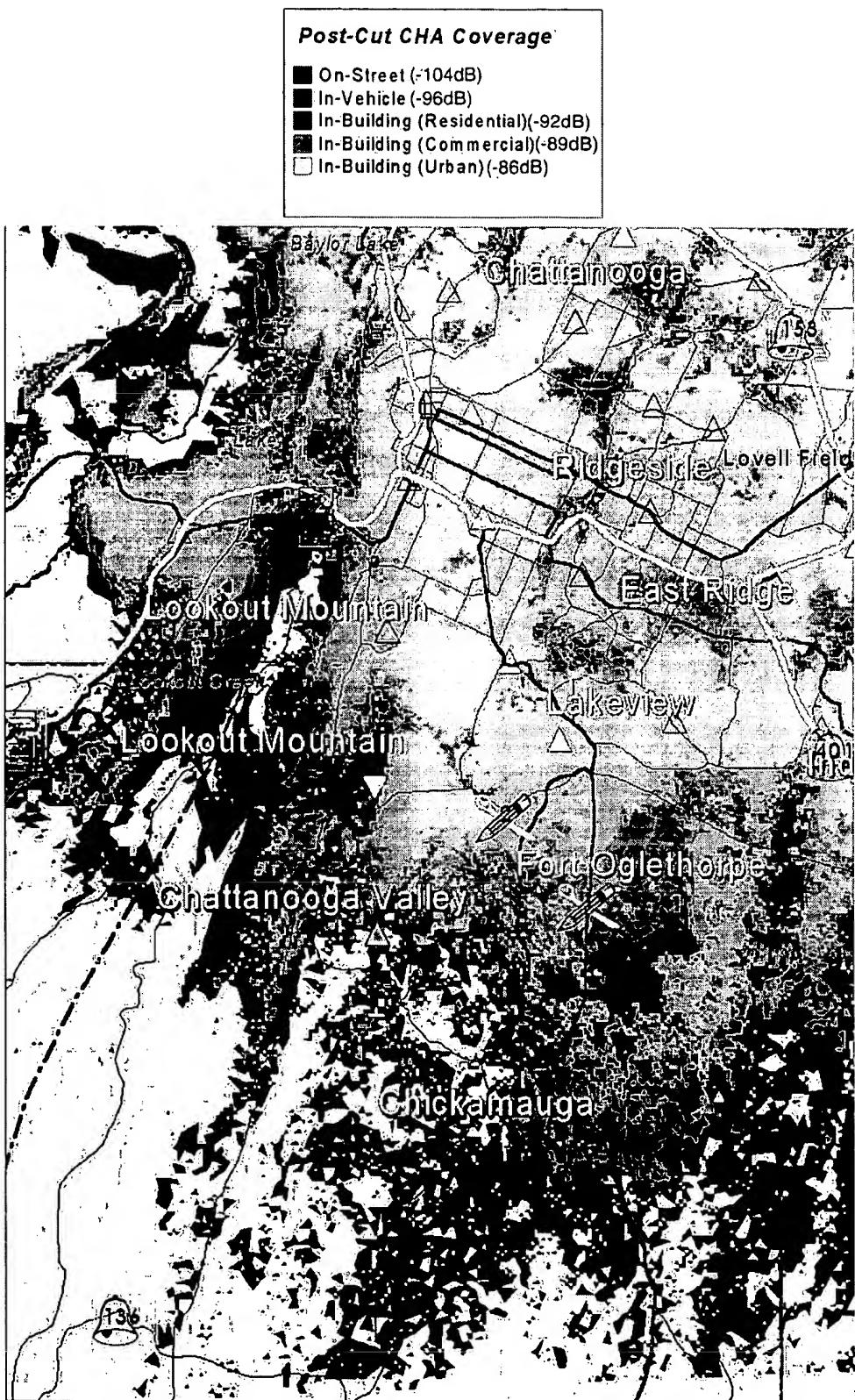


FIG. 9C

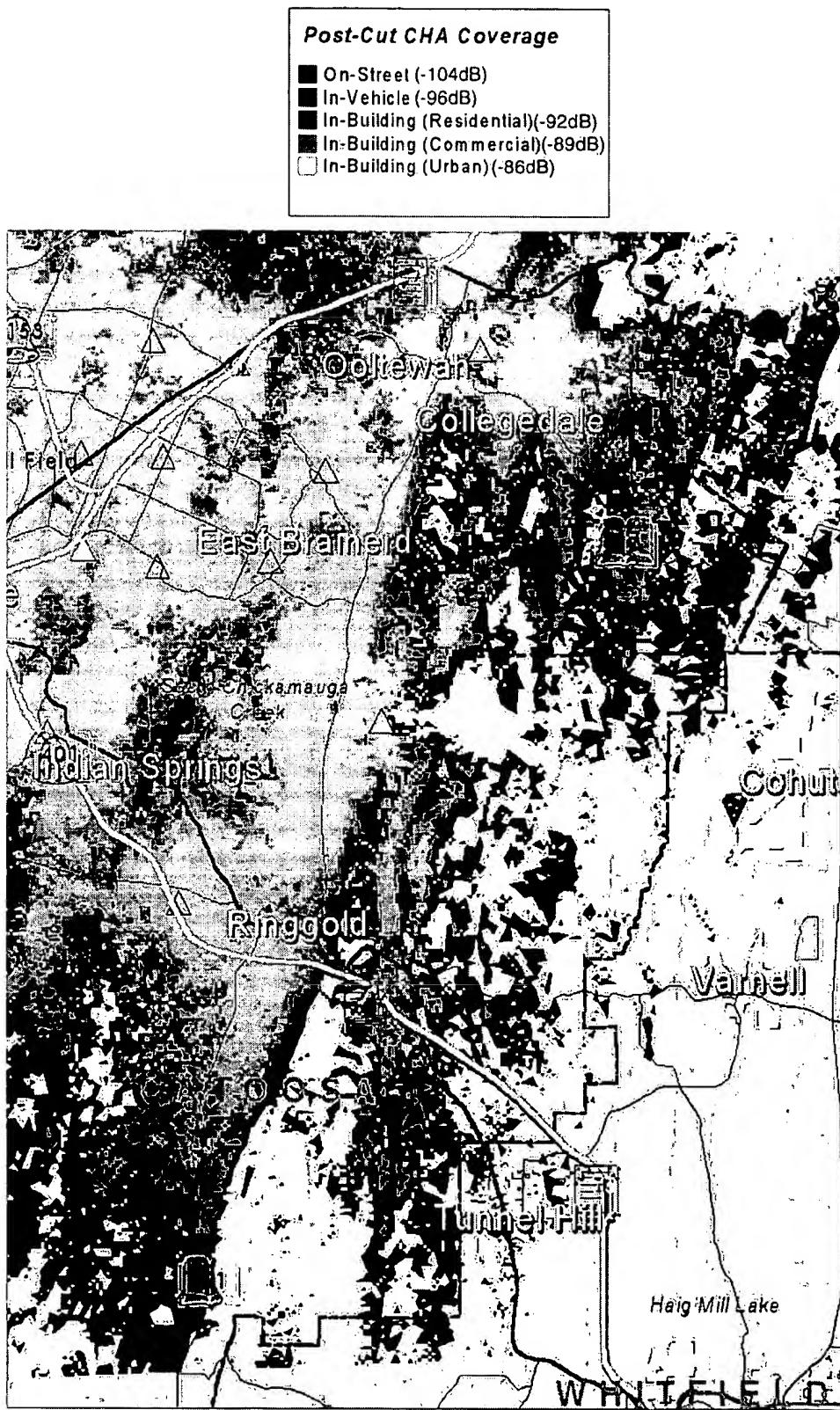


FIG. 9D

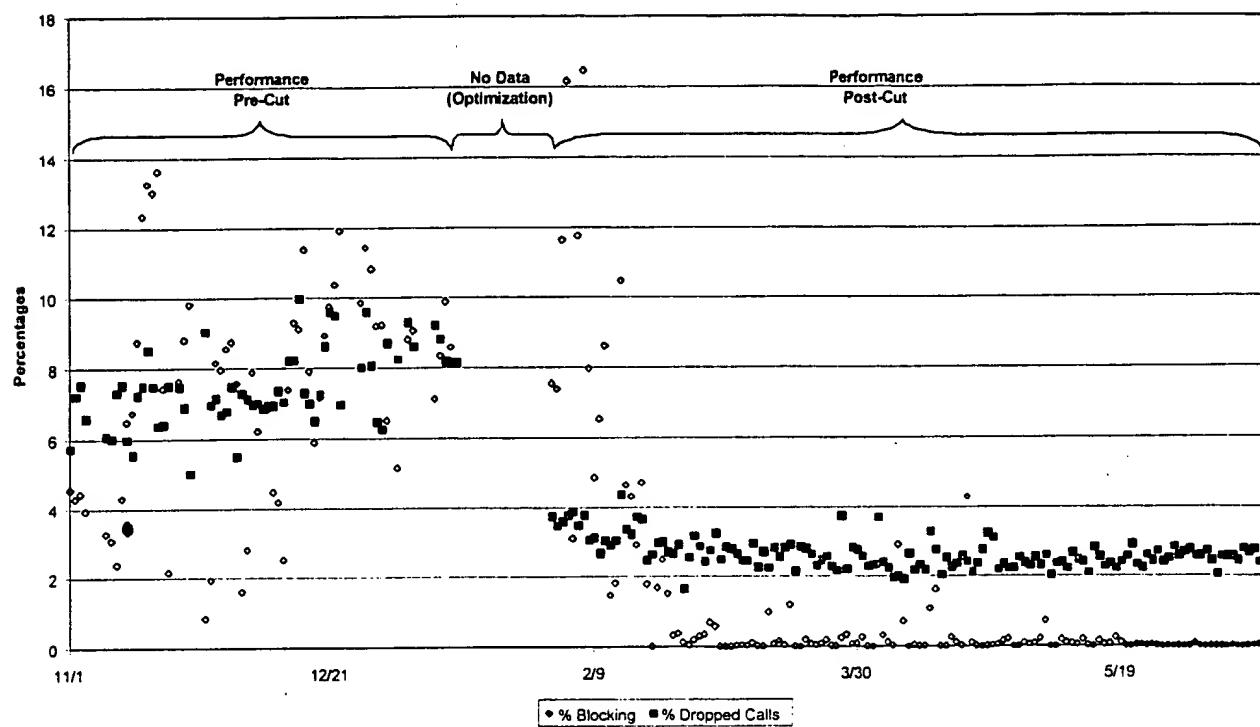


FIG. 10 a

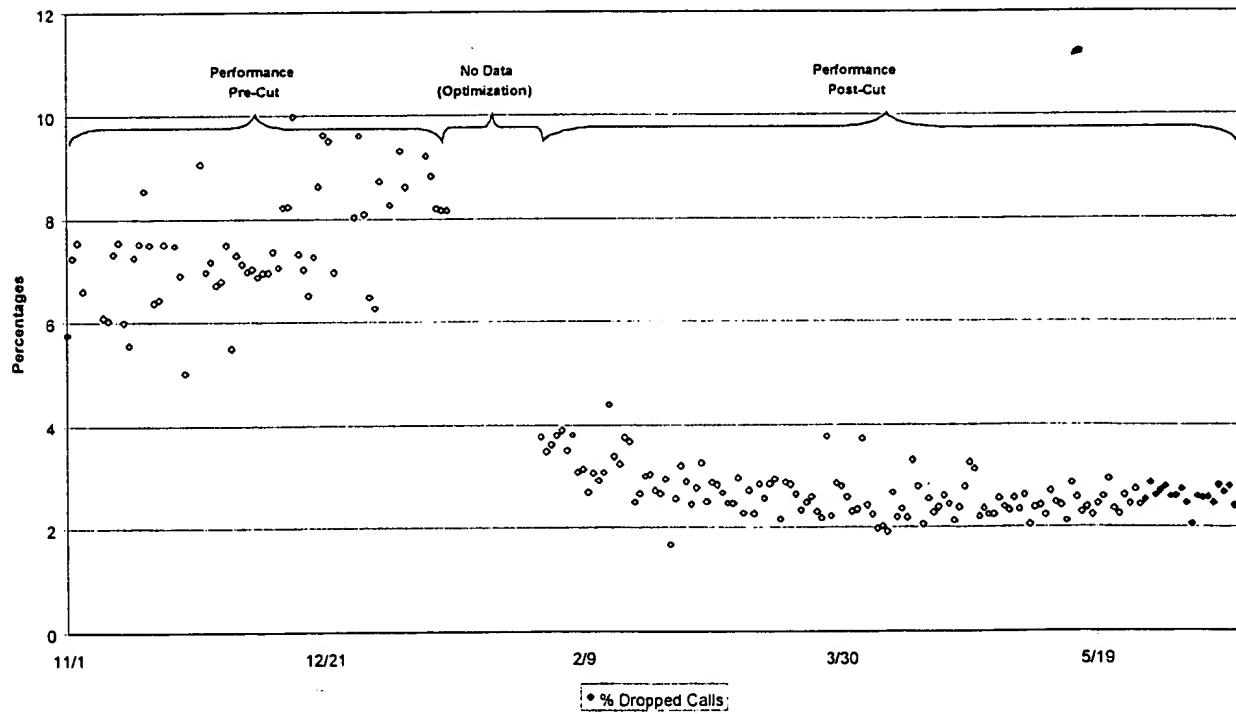


FIG. 10 b

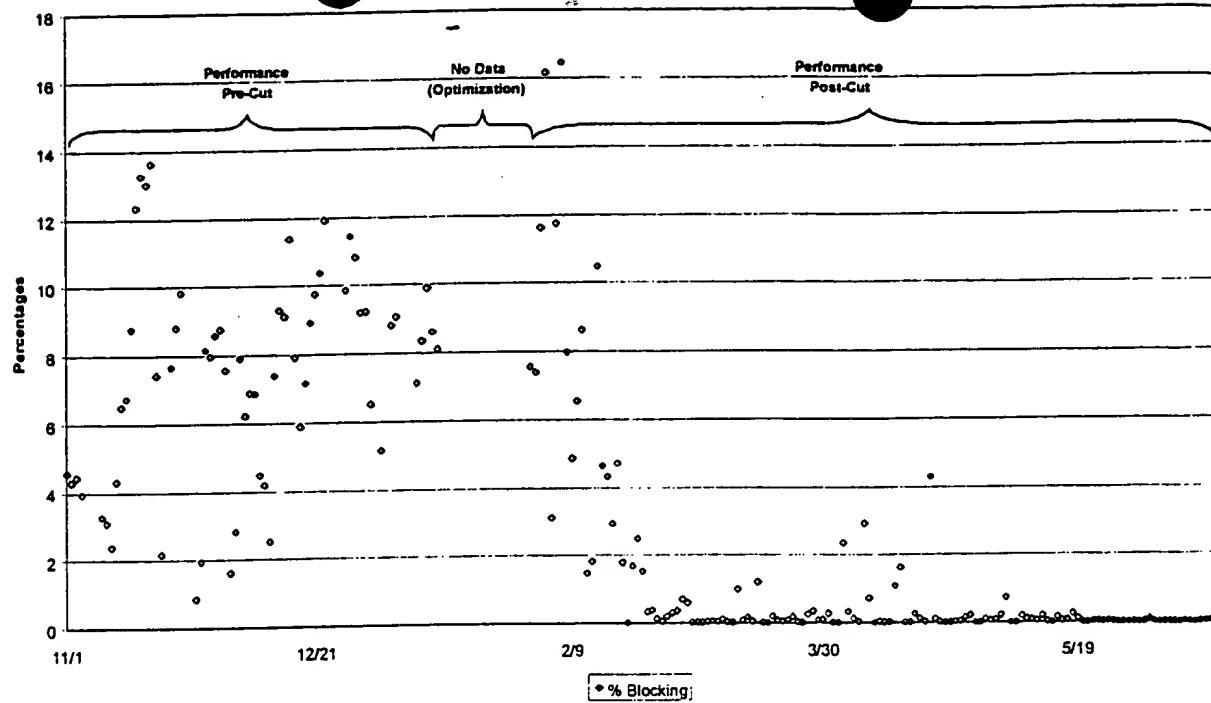


Fig. 10C

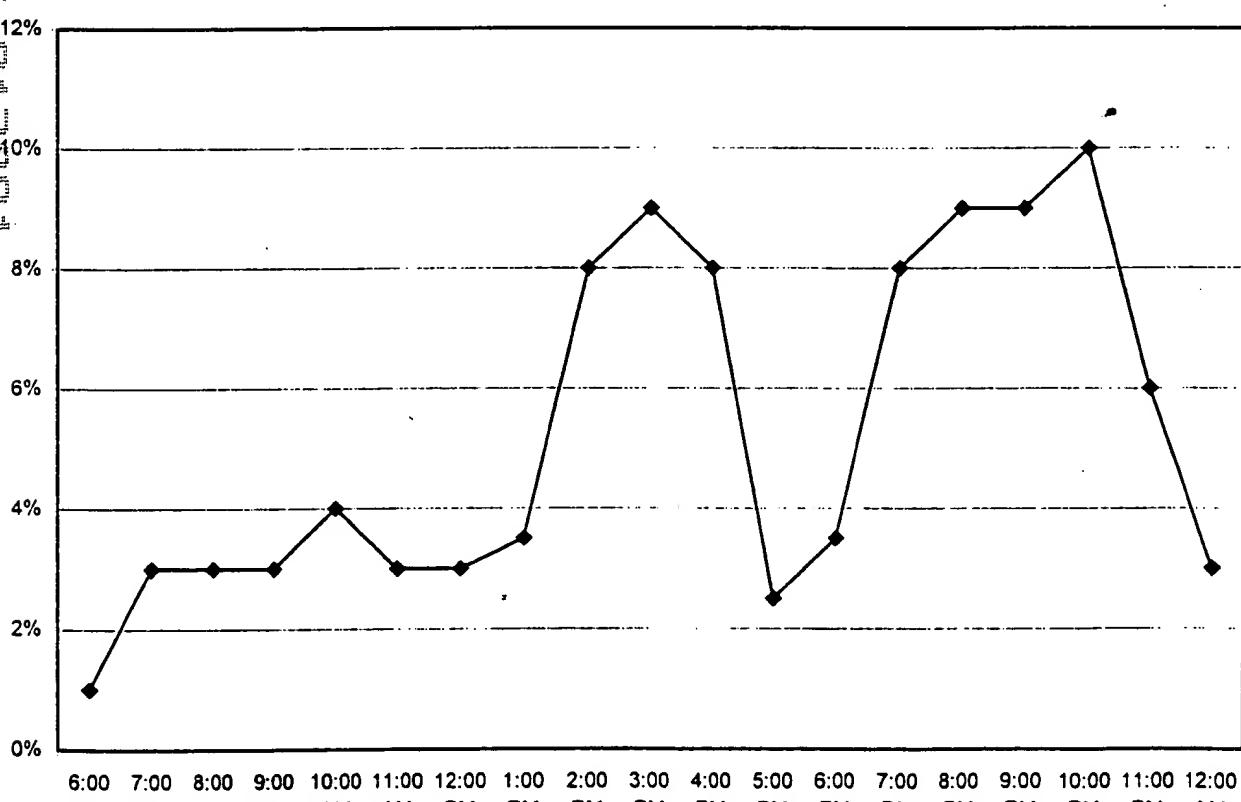


Fig. 11

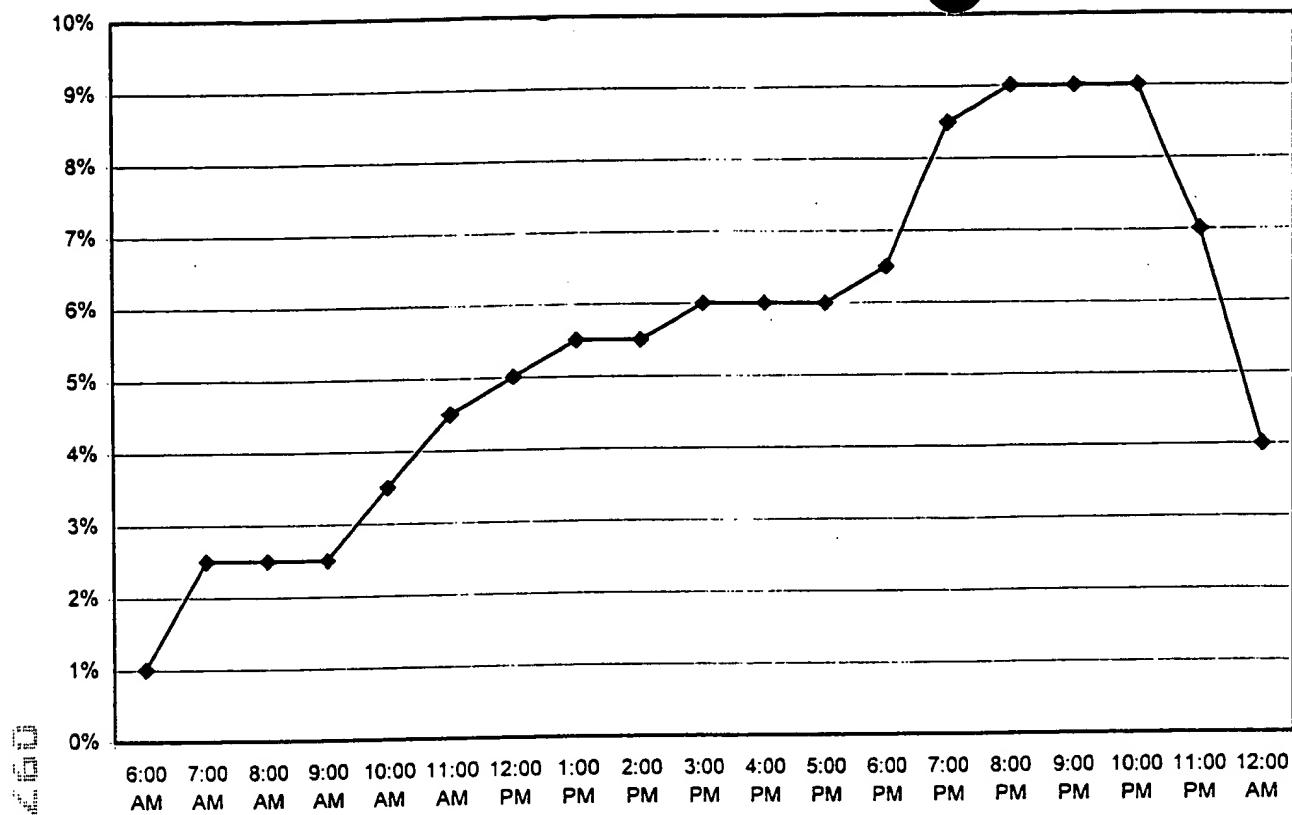


Fig. 12

PERCENTAGE OF TOTAL

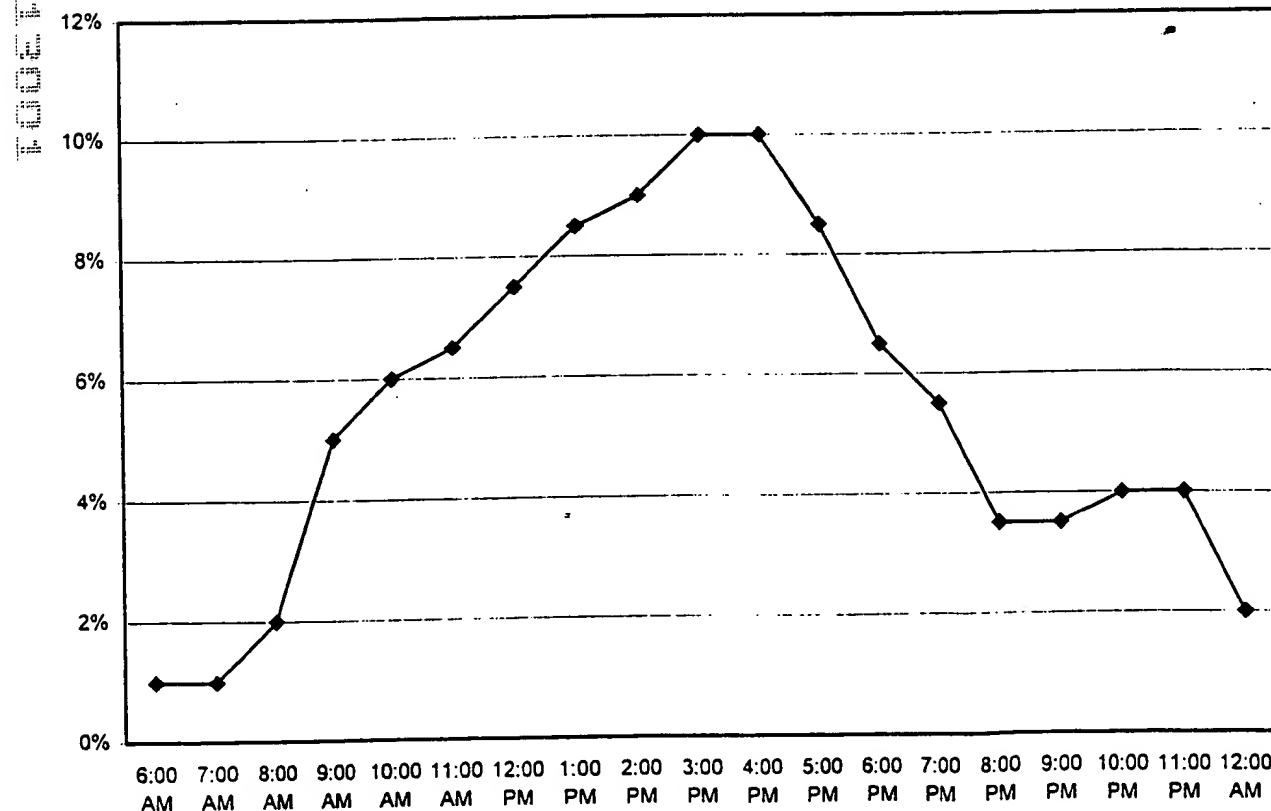


Fig. 13

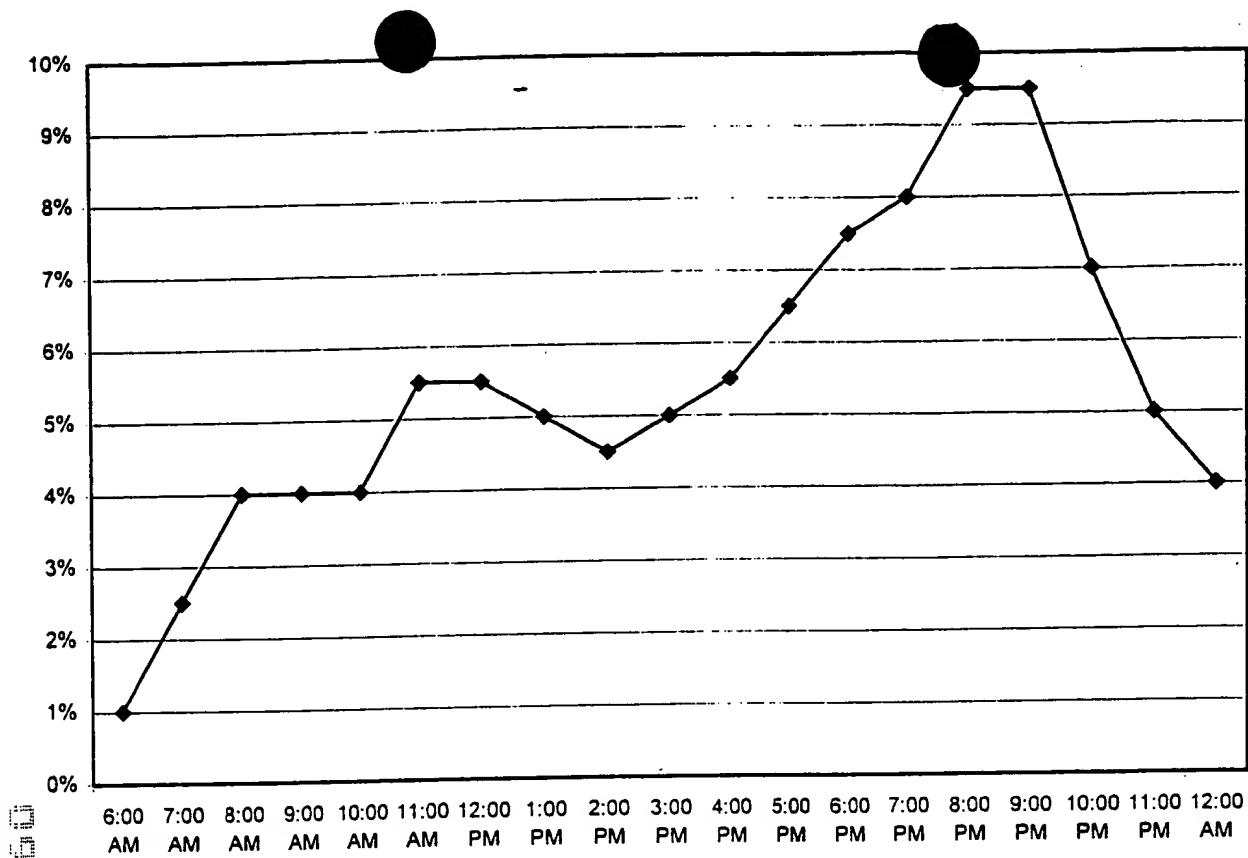


Fig. 14

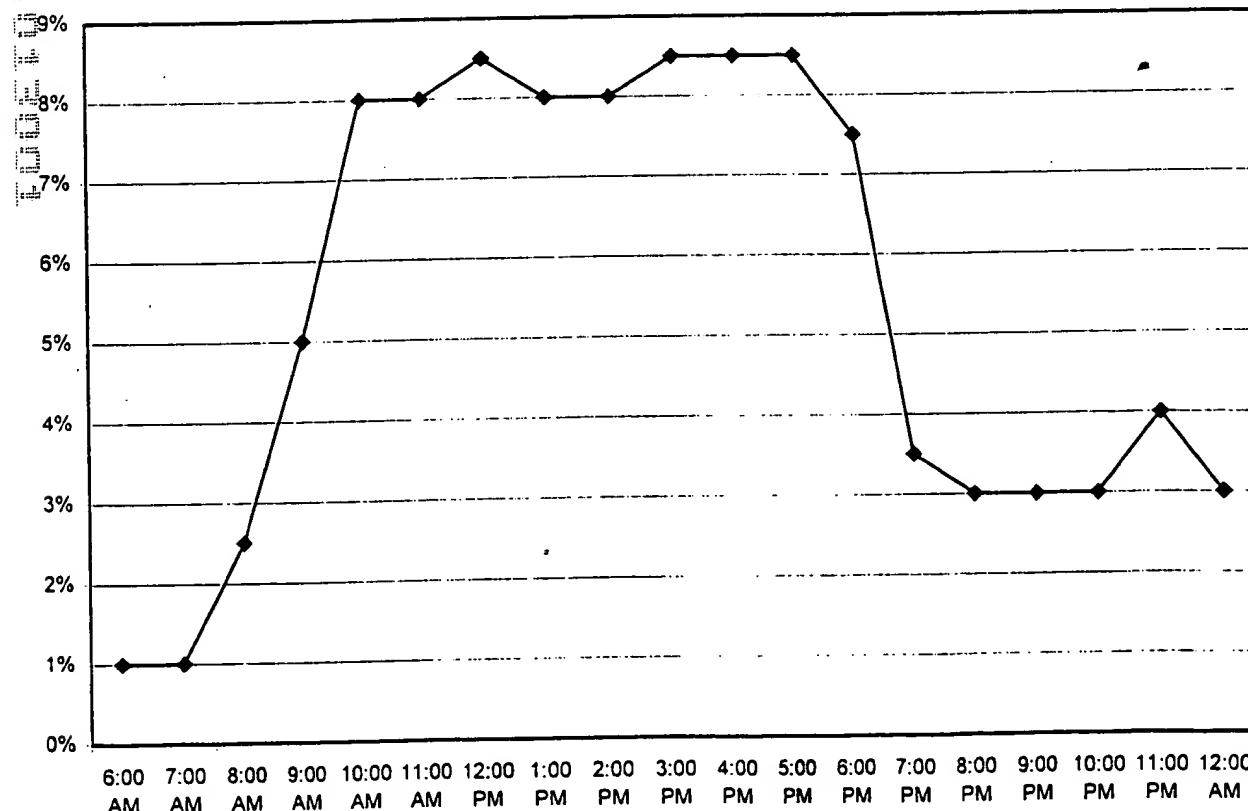


Fig. 15

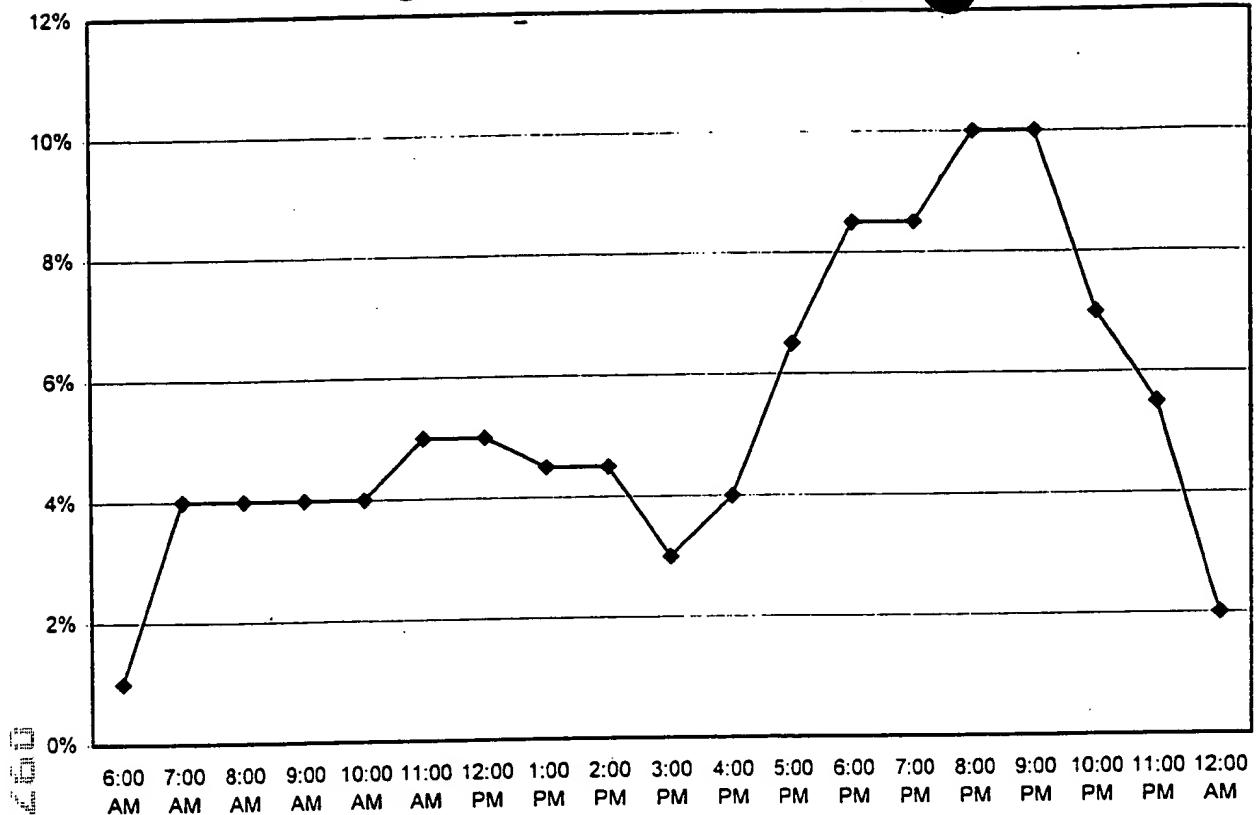


Fig. 16

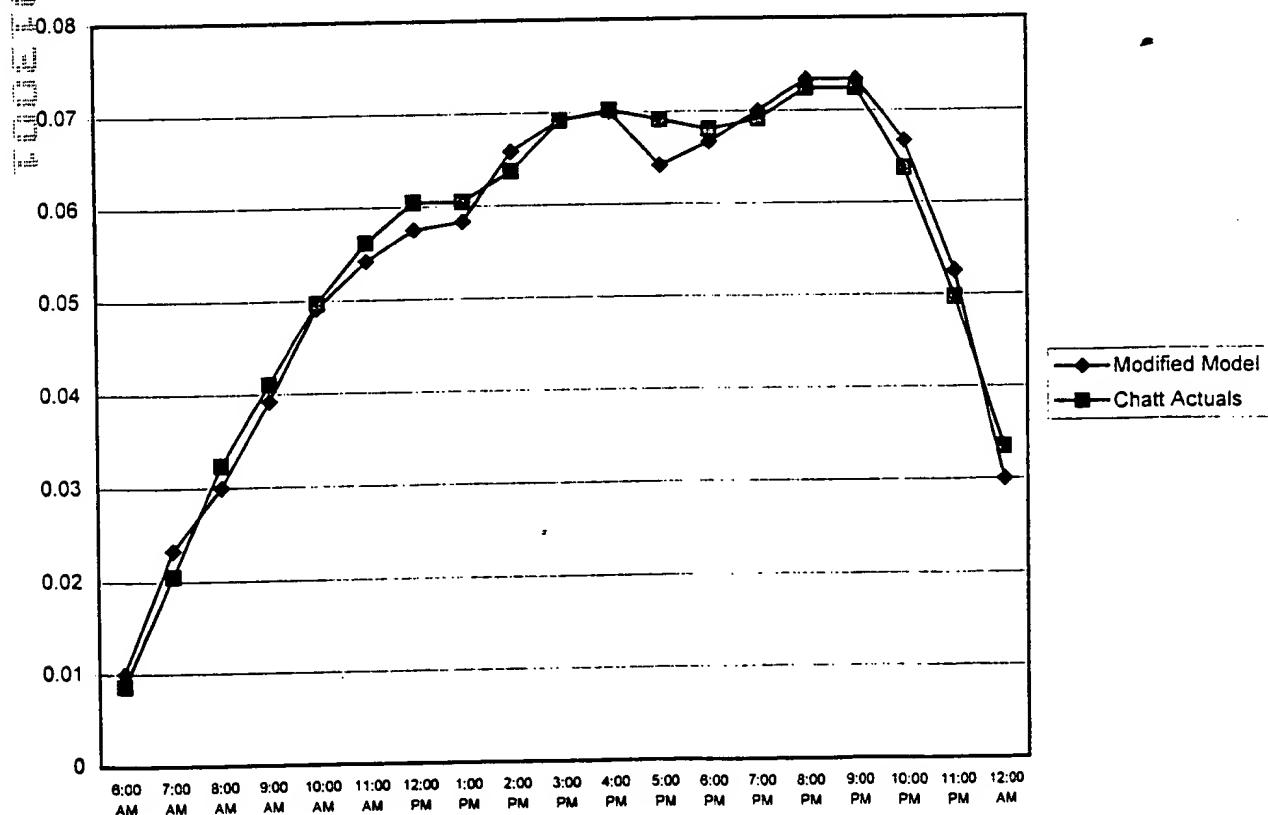


Fig. 17

Proof of Concept

Chattanooga

Cricket was EBITDA break-even in Chattanooga at 12 months

| | | |
|----------------------------|-------------------------|----------------|
| 7.7% Penetration | 12 months | 5 years |
| | 24,000 customers | |
| as of 2/29/00 | | |
| Costs in First Year | | |
| Cost per Gross Add | <\$230 | \$550 |
| Support costs/Average Sub | \$5.60 | \$11.45 |
| Operations cost/MOU | \$0.013 | \$0.039 |

Fig. 18

Capital Utilization

| | Year From System Launch | | | | | |
|---|---------------------------|-------|-------|-------|-------|-----|
| | 1 | 2 | 3 | 4 | 5 | 10 |
| | (In Thousands of Dollars) | | | | | |
| Cummulative Anticipated Capital Expenditure Per Subscriber (Average) | | | | | | |
| PowerTel (GSM) | 9,516 | 4,613 | 2,528 | 1,689 | 1,280 | 692 |
| Sprint (CDMA) | 19,367 | 4,349 | 1,860 | 954 | 729 | 586 |
| Present Invention | 2,354 | 2,628 | 1,949 | 1,183 | 877 | 550 |
| | | | | | | |
| Capital Expenditure Per Erlang (Average) | | | | | | |
| PowerTel (GSM) | 278 | 163 | 98 | 70 | 56 | 33 |
| Sprint (CDMA) | 968 | 217 | 93 | 47 | 36 | 29 |
| Present Invention | 47 | 52 | 38 | 23 | 17 | 11 |

Fig. 19

Re-Engineering the Cost Structure

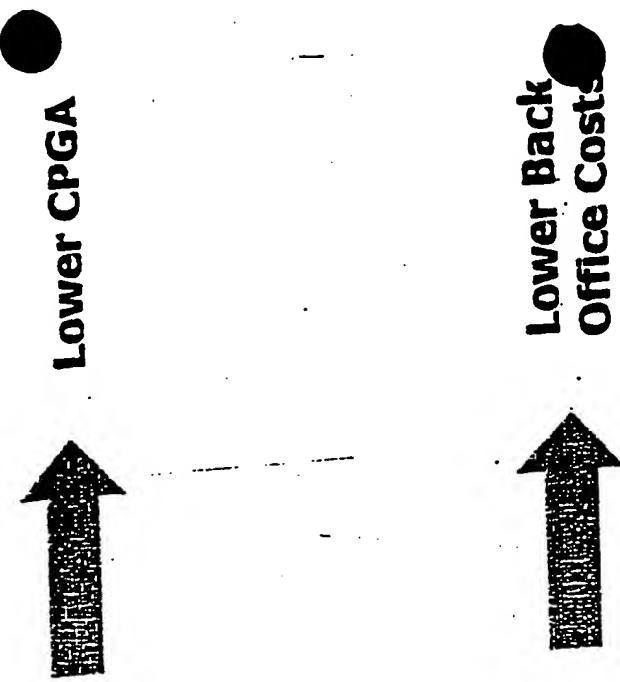
- Network Build-out
 - High capacity CDMA
 - Latest generation equipment
 - Efficient site loading
 - No underutilized roaming sites
 - Designed for residential calling patterns
 - Lower % peak usage
 - Capital requirement per customer 1/3 of typical PCS average in first year because of rapid customer acquisition

- Network Operations
 - Lower backhaul costs due to concentrated footprint
 - Favorable incoming/outgoing mix - lower interconnect cost
 - Elimination of roaming clearinghouse and anti-fraud costs

Re-Engineering the Cost Structure (cont'd)

■ Customer Acquisition

- Attractive value proposition sells easily
- Rapid, simple sales cycle
- Direct distribution - high volume
- Indirect distribution - no residuals or commissions
- No credit checks



■ Customer Service

- High capacity, high quality networks
- Simple monthly billing
- Low customer care costs - fewer billing disputes
- No bad debt, no fraud
- Clear statement of coverage area

Fig. 20b

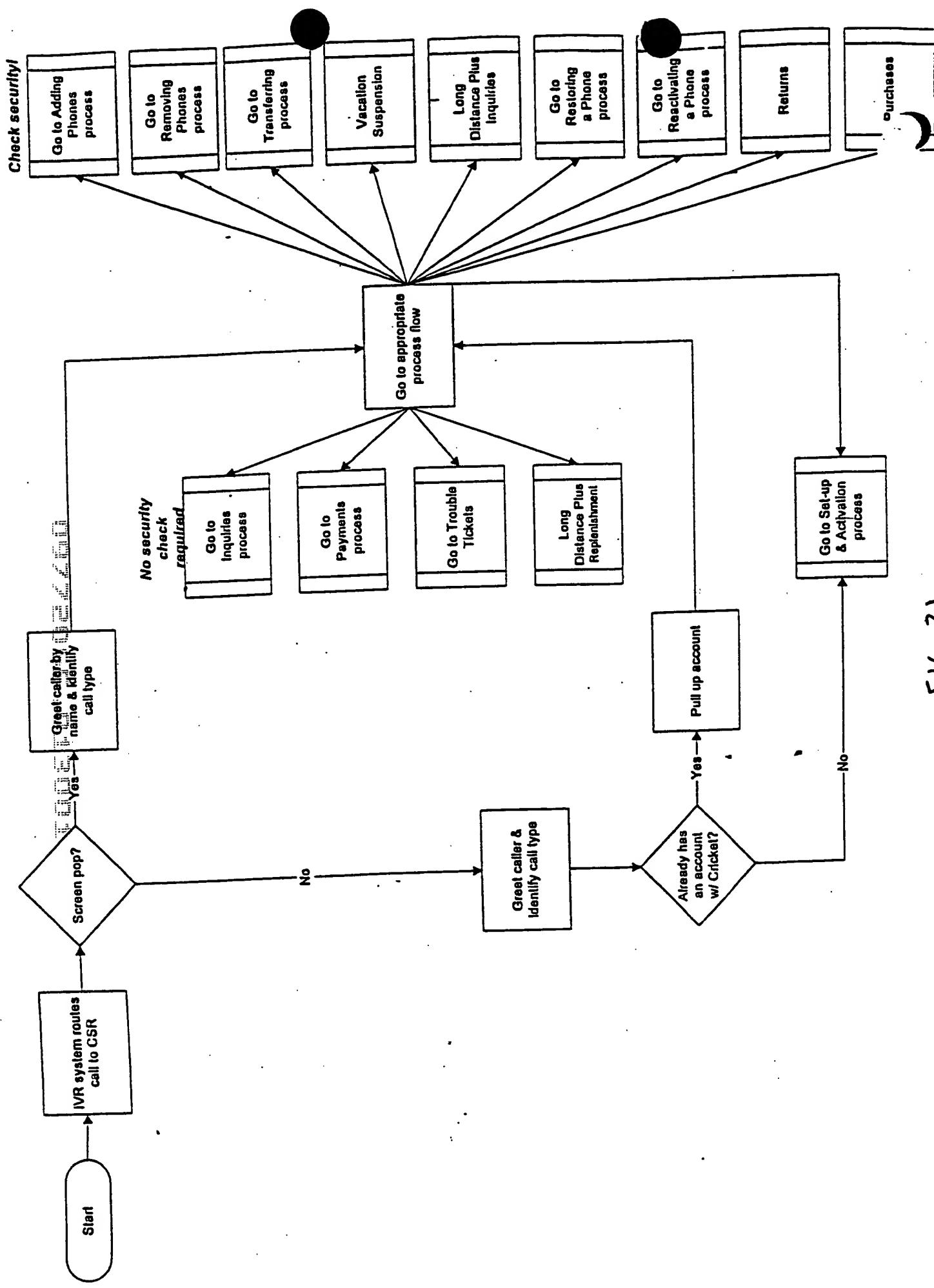


FIG. 21

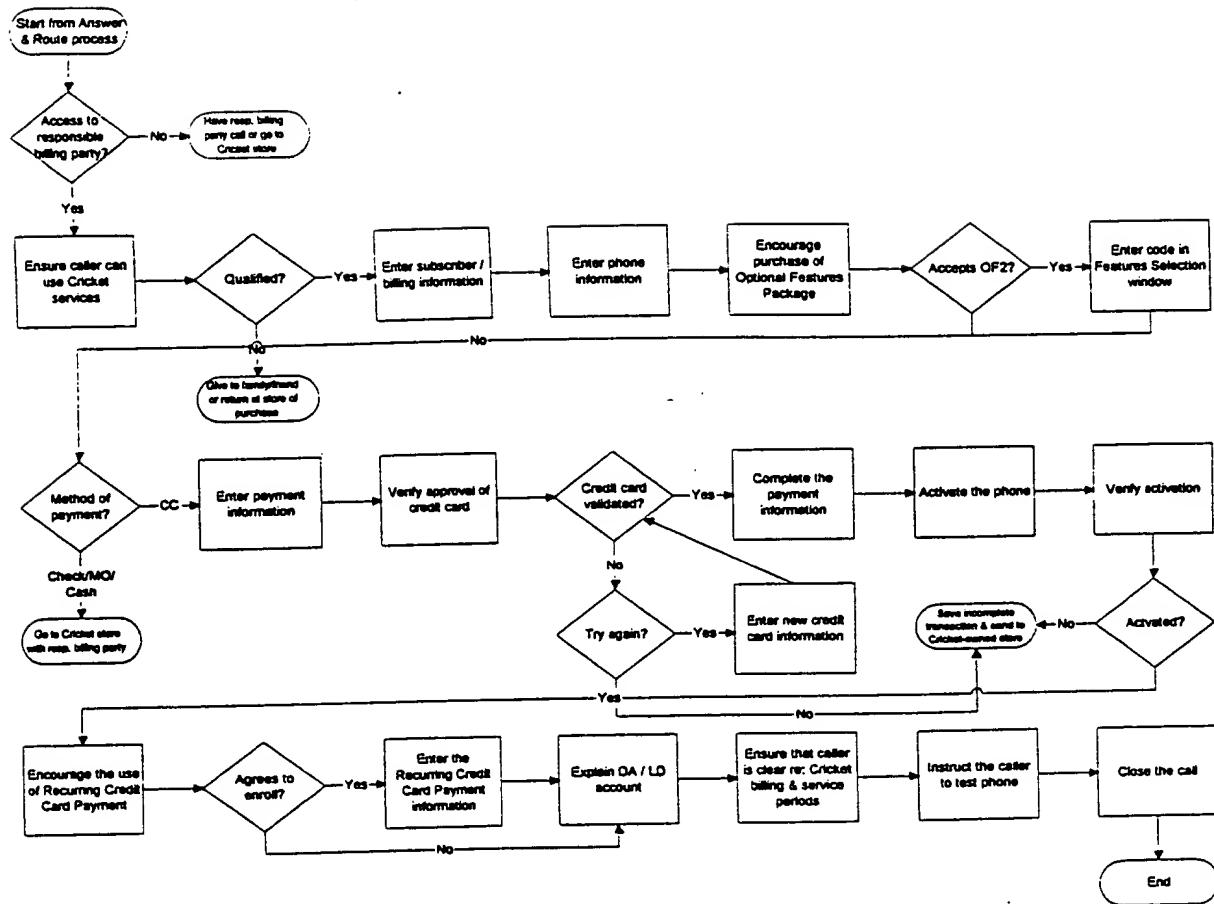


FIG. 22

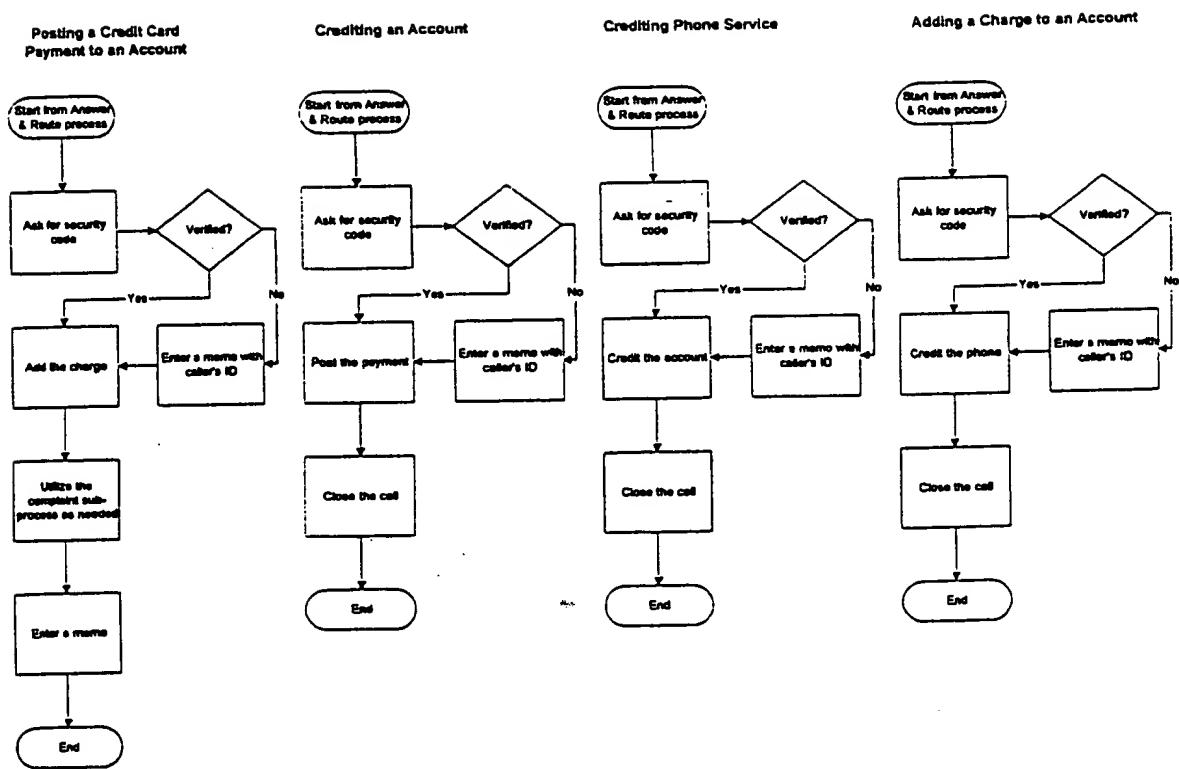


FIG. 23

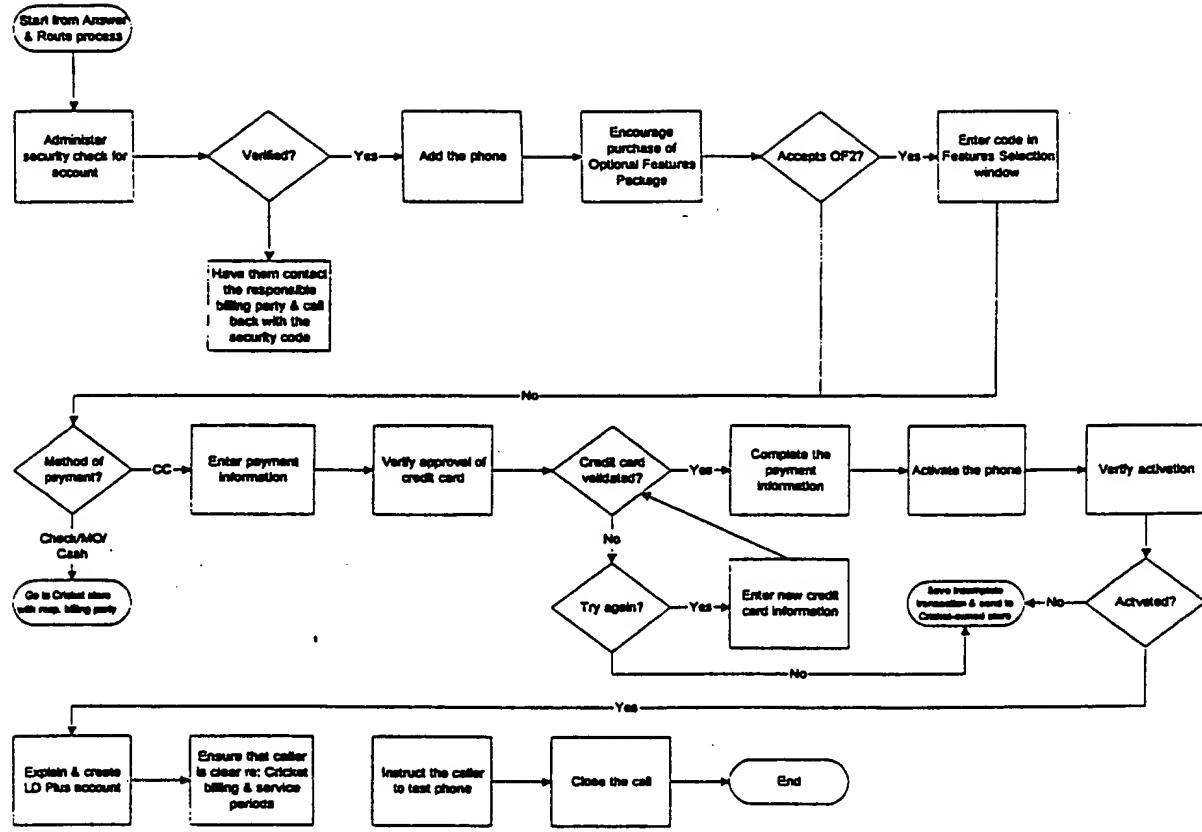


FIG. 24

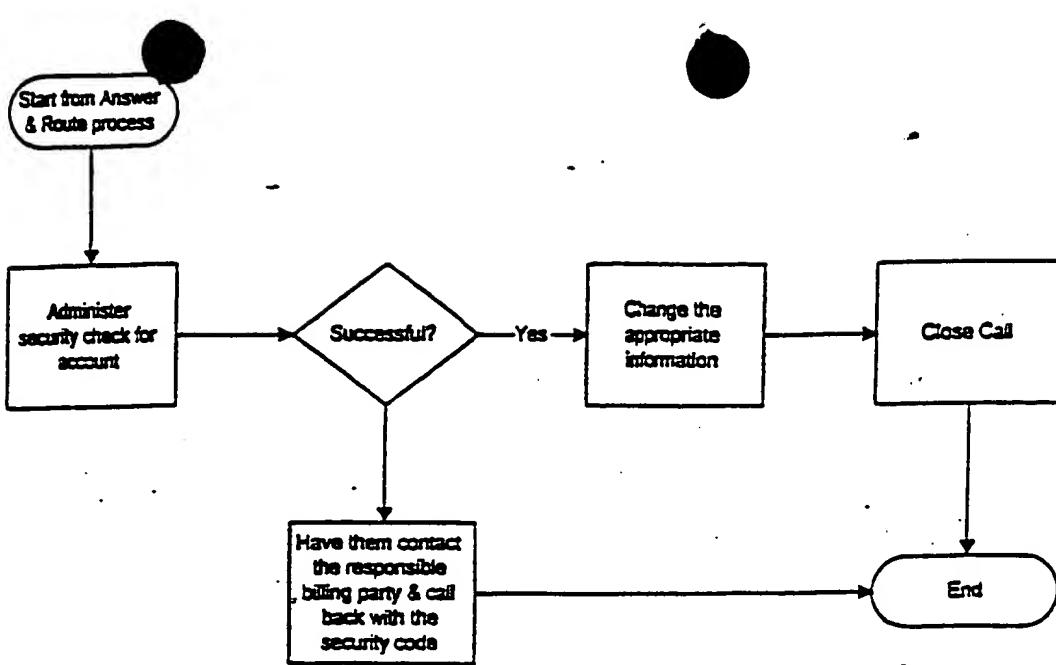


FIG. 25

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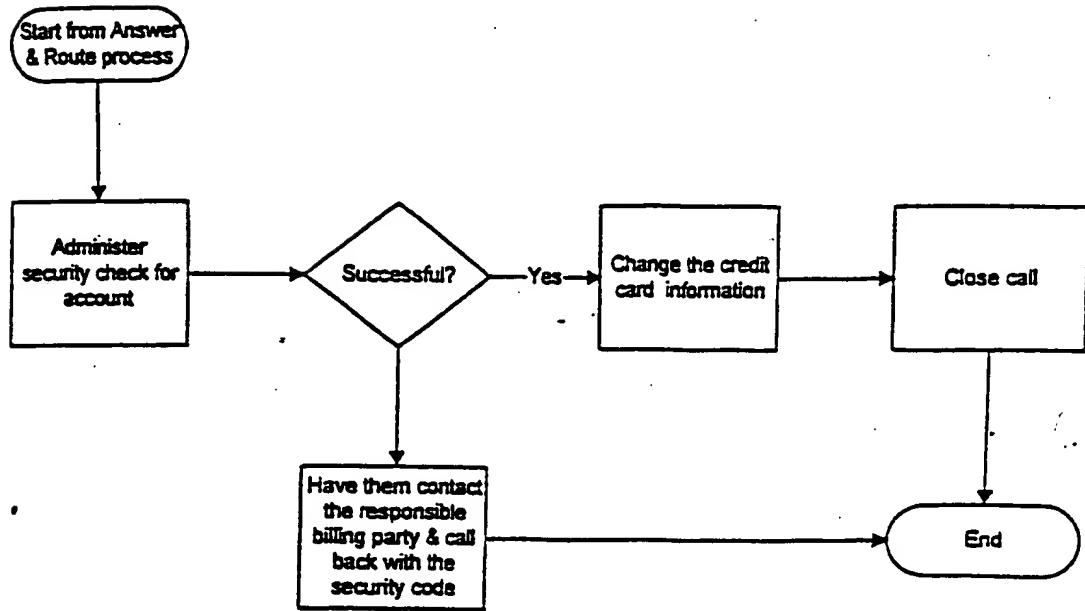


FIG. 27

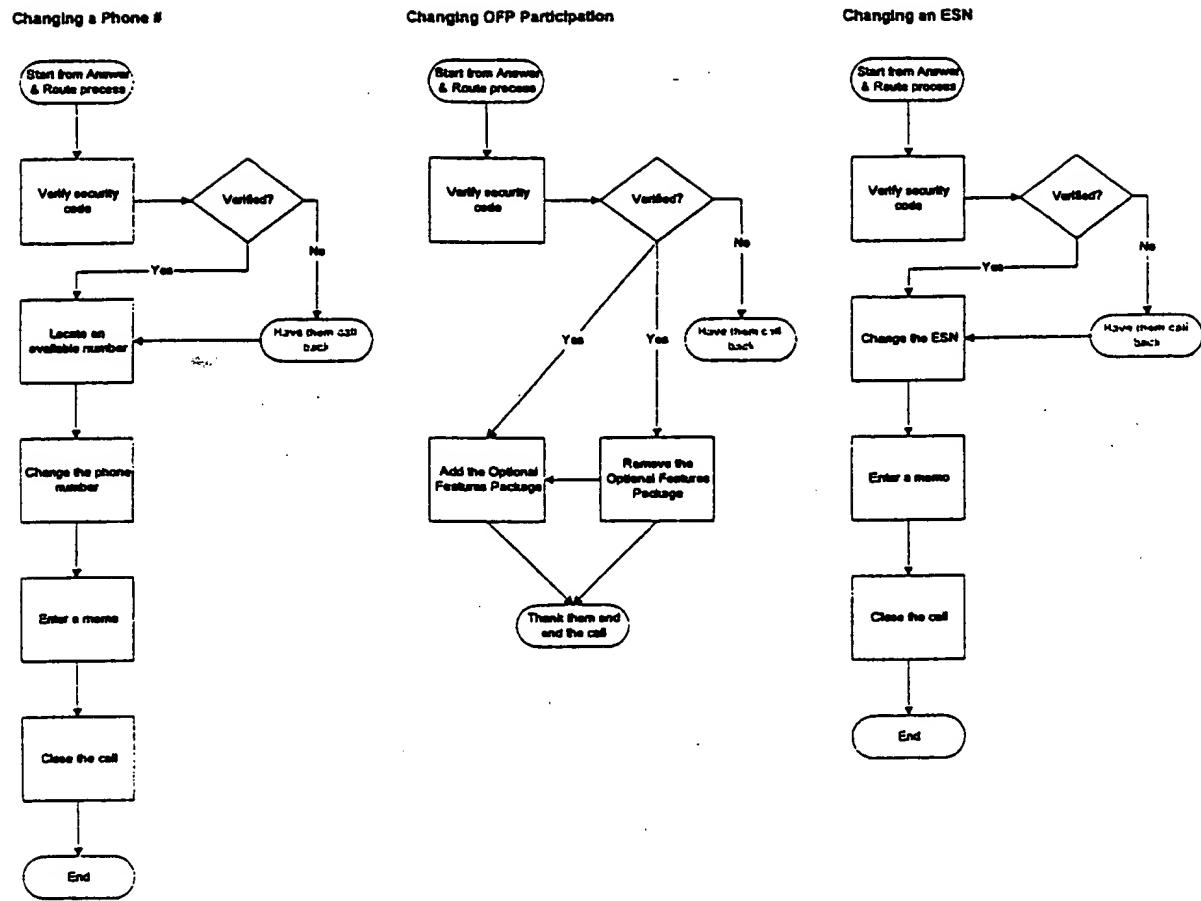


FIG. 26

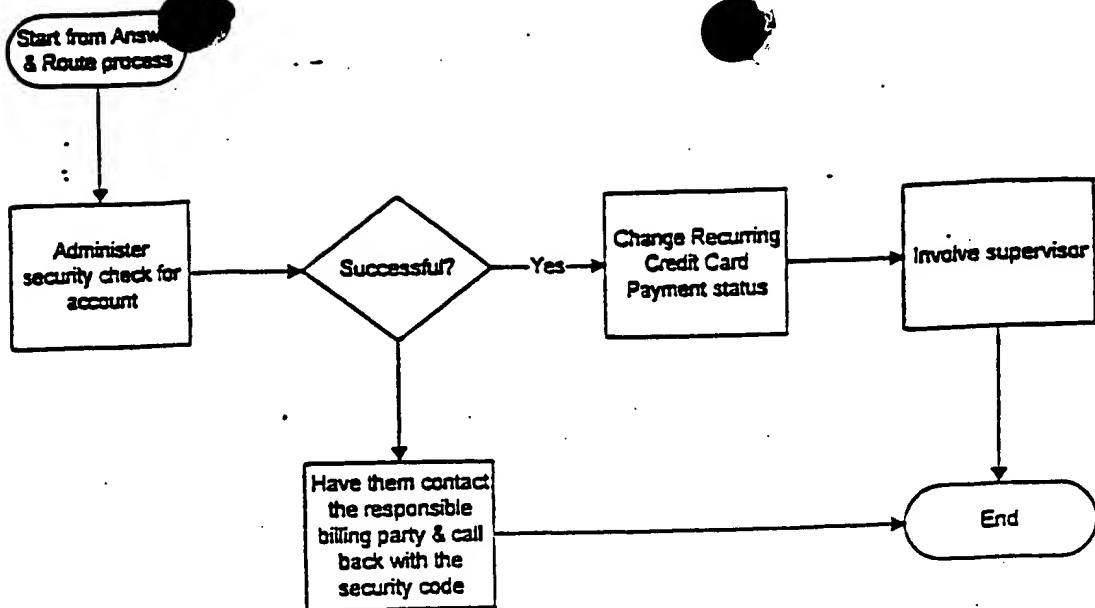


FIG. 28

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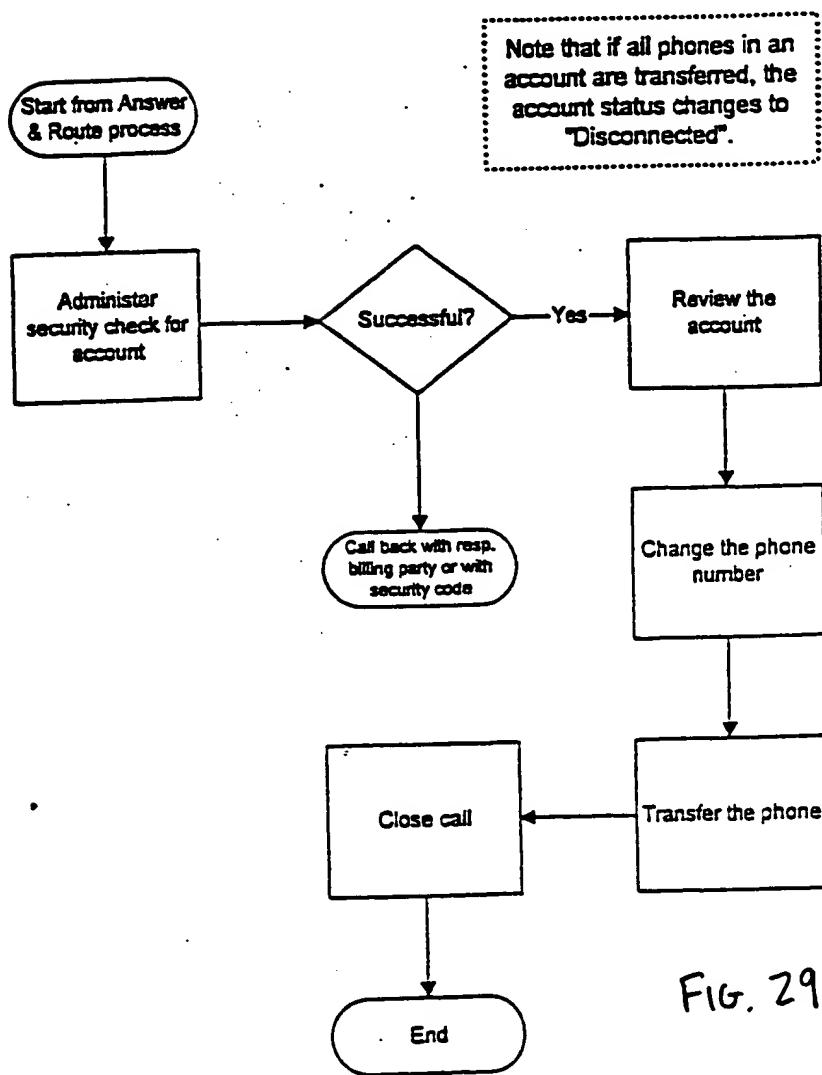


FIG. 29

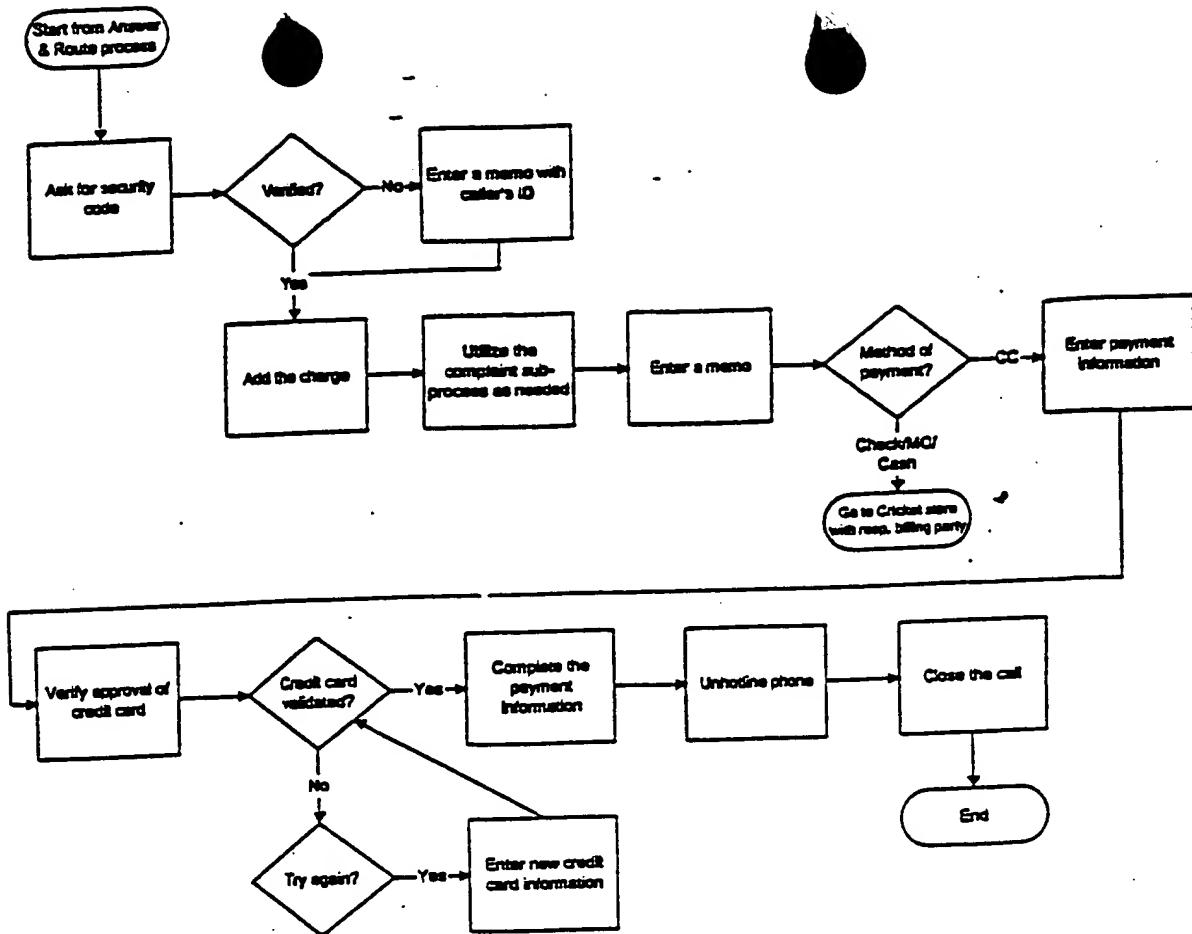


Fig.30

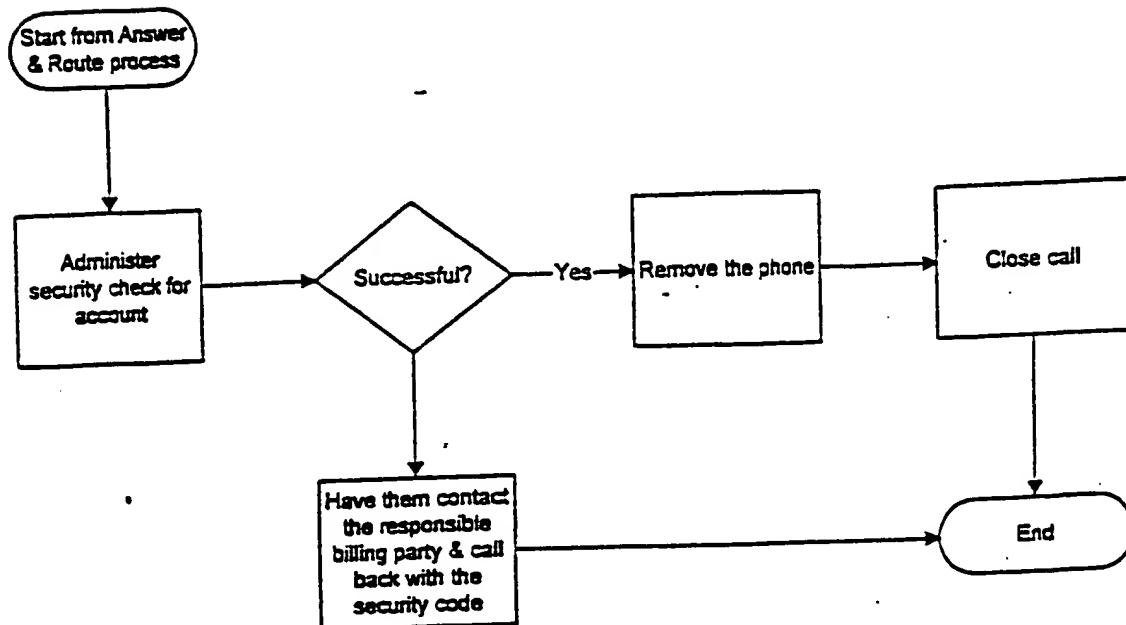
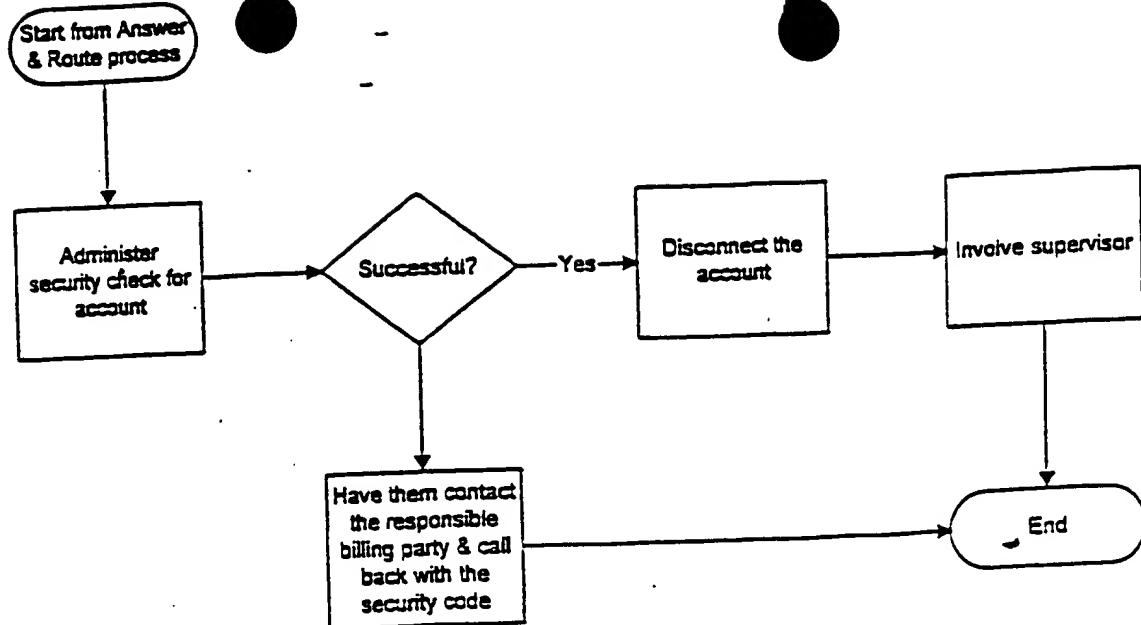


Fig.31



- FIG. 32

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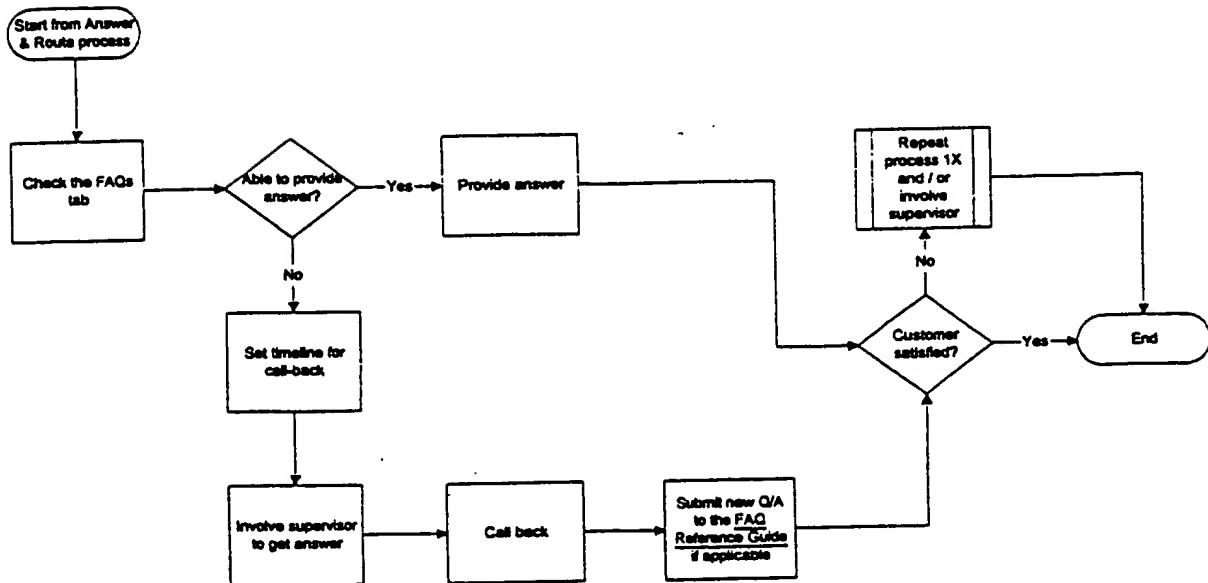


FIG. 33

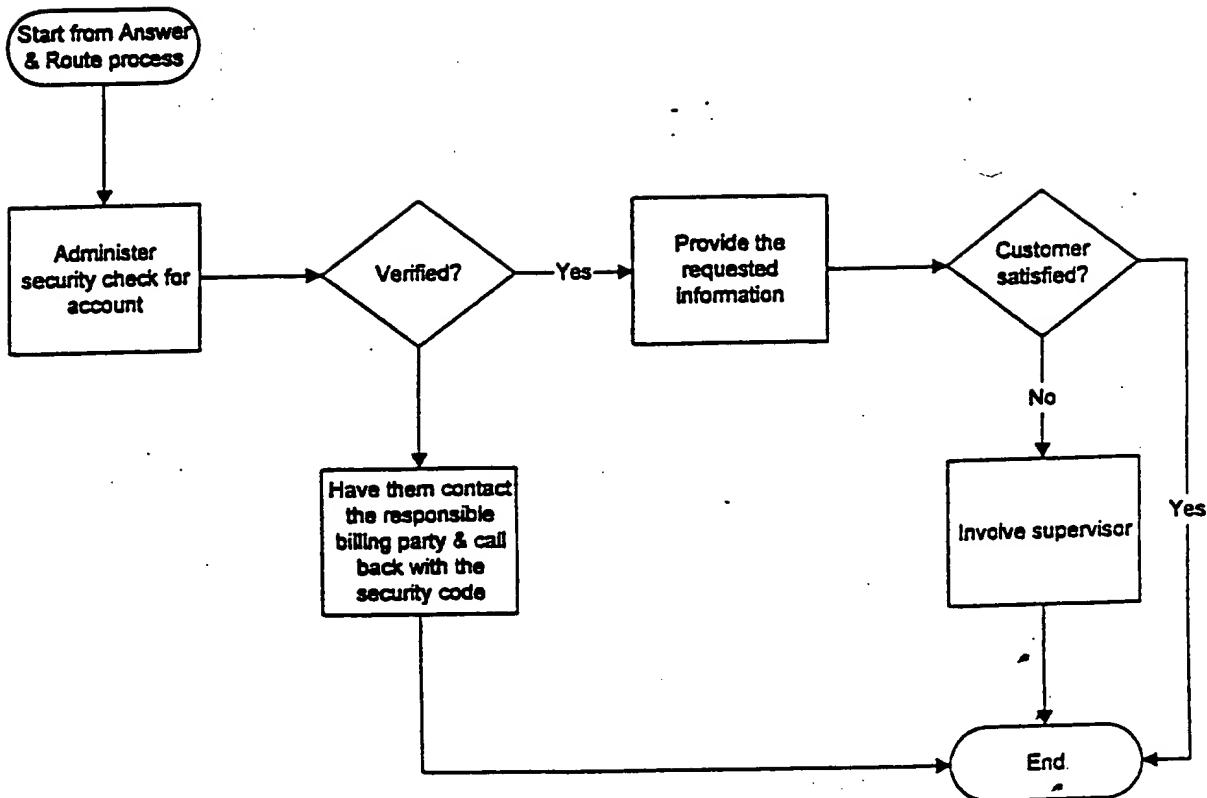


Fig. 34

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